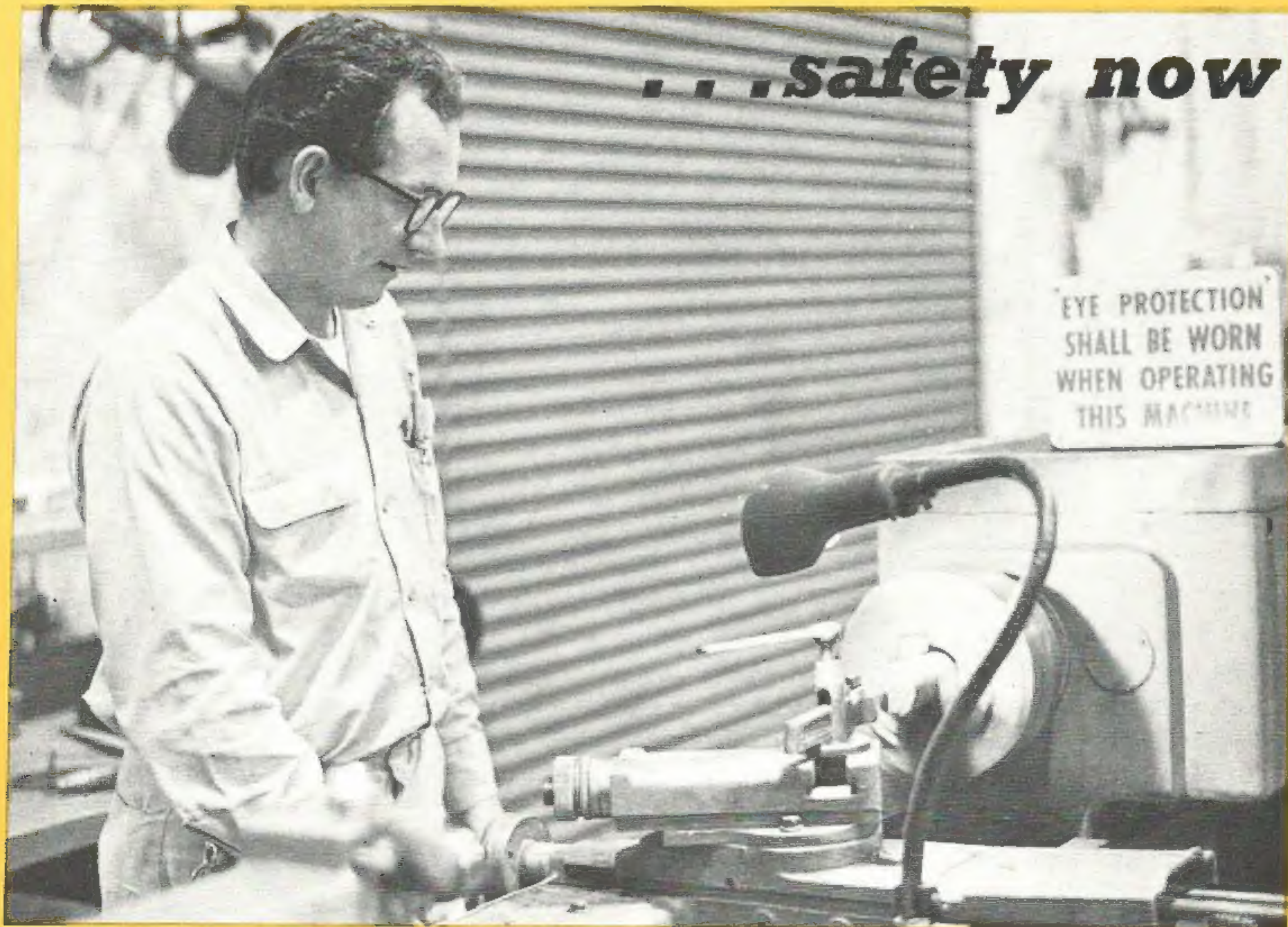


PLAIN TALKS

MARCH, 1975



50
YEARS
Of People
Serving People

COMMENTARY

The Readership Survey

There is nothing so disappointing as soliciting opinions and finding apathy, but such is not the case with *Plain Talks* readers.

Last summer a readership survey was taken to determine your appraisal of this magazine. The response was large and enthusiastic. I thought you might like to know the results and my plans to improve the publication.

Plain Talks is generally well read. More than 95 per cent of those responding to the poll read *Plain Talks* — about 75 percent read every issue. About half read each article, while the rest view only those articles that interest them. Obviously, my job is to make each article interesting enough that most everyone will want to read it. Retirees are our most enthusiastic and thorough readers, the poll indicated. Most respondents said *Plain Talks* was doing a good or fair job of informing them of Company news.

As any editor already knows, stories about people make the most interesting reading. The poll showed People on the Move has an 82 per cent readership, Service Awards is viewed by 73 per cent and feature stories on people are read by 70 per cent. Articles on employee benefits garnered a hefty 75 per cent audience. Of lesser interest were sports stories (38 per cent) and recipes (39 per cent). As a rabid sports and cooking fan, I'll be doing my best to make stories in these areas more acceptable.

As expected, "the grapevine" was named the primary source of Company information by the most people (28 per cent). *Plain Talks* was second with an 18.5 per cent rating.

Many people complain that news in *Plain Talks* is outdated. True. When we're printing on schedule — which we haven't been lately — an article in the issue mailed on the 25th of the month is submitted to our printer on the eighth of that same month. So if I get an item on the 10th day of a month, it will be another month before it goes to the printer and another two weeks before it's published. That's a full six weeks after I received the story. Monthlies work that way. Sometimes I have too many stories for the number of pages we run — usually 24 and always a multiple of four. A number of articles then get bumped to the next month's issue. This is especially true for Coffee Cup items. Add that delay to the time a person may have waited before sending the picture or story to me and you can see three month delays are not impossible. For example, this month's Coffee Cup section includes a note on four Sour Lake girls

who won a prize back in October with an exhibit utilizing Company consumer publications. It came to me too late for the December issue and was bumped to this issue when I trimmed the January-February magazine from 60 pages to 48 pages. I had so much material left over from that issue that all the Coffee Cup stories I had for this month will run in the April issue instead. I'd rather print these items late than not at all. It will be several issues before I'm caught up on that section. My emphasis is on the timeliness of the news and feature stories and the advance articles on events to come.

Nearly all of the 452 responses we received to the poll included written critiques of *Plain Talks* and suggestions for future articles. This broad outpouring of ideas is gratifying and useful.

Like the political spectrum, the poll showed *Plain Talks* extremists of wide variation. Some consider *Plain Talks* to be the finest Company publication in the country. Others condemn it as a useless waste of money. More important to me, however, were the responses of readers who seemed confused and wanted information and of those who look at this magazine with a critical, but fair, bias. Here are a few suggestions that caught my eye for being potential articles: The inner workings of the Thrift Plan; profiles of small offices; explanations of benefit programs; the progress of the Company's legal actions; how the Company copes with factors such as personnel turnover, damage claims, etc.; an analysis of the fuel clause; more retiree news and "What is Varibus doing?"

I have some ideas, too: Articles on the Texas-Louisiana area, such as the towns, festivals, wildlife, industry and sporting activities; examples of interesting uses of electricity, from industry to the individual; how Company engineers solve their problems; "typical" days in the life of a lineman, equipment operator, etc. and research on new energy sources.

As much as I'd like to dive into all these interesting areas at once, obviously I can't. Many will take a long time to develop. Since I'm a new employee, I first have to familiarize myself with the situation before I can write about it. So please be patient.

If you have an idea for a *Plain Talks* article — whether it be one that is timely or can be written next year — let someone know. Don't sit back and gripe — tell me or a *Plain Talks* reporter. We're all trying to make this a better magazine. One that all — even the cynics — will be proud of.

—M.R.

PLAIN TALKS

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March, 1975

Published Monthly By
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ABOUT THE COVER . . .

Safety, you've come a long way, baby! The top cover photo is of an artificial respiration demonstration in the early 1940s, according to C. P. "Jack" Shirey, the Company's first full-time safety director, who owns the picture and is shown pointing at the right. Now retired, Shirey recounted for *Plain Talks* his involvement in safety, including the introduction of hardhats for linemen. Safety now includes not only hardhats, but standard working procedures, personalized ear plugs, tagging systems for equipment being repaired or maintained, and constant reminders to wear safety goggles, as Ernest L. Cannon, mechanic first class at Lewis Creek, demonstrates in the bottom cover photo. Lewis Creek workers did not have a single lost-time accident in 1974. The story of how they did it and Jack Shirey's recollections begin on page two.

PLAIN TALKS

MARCH, 1975



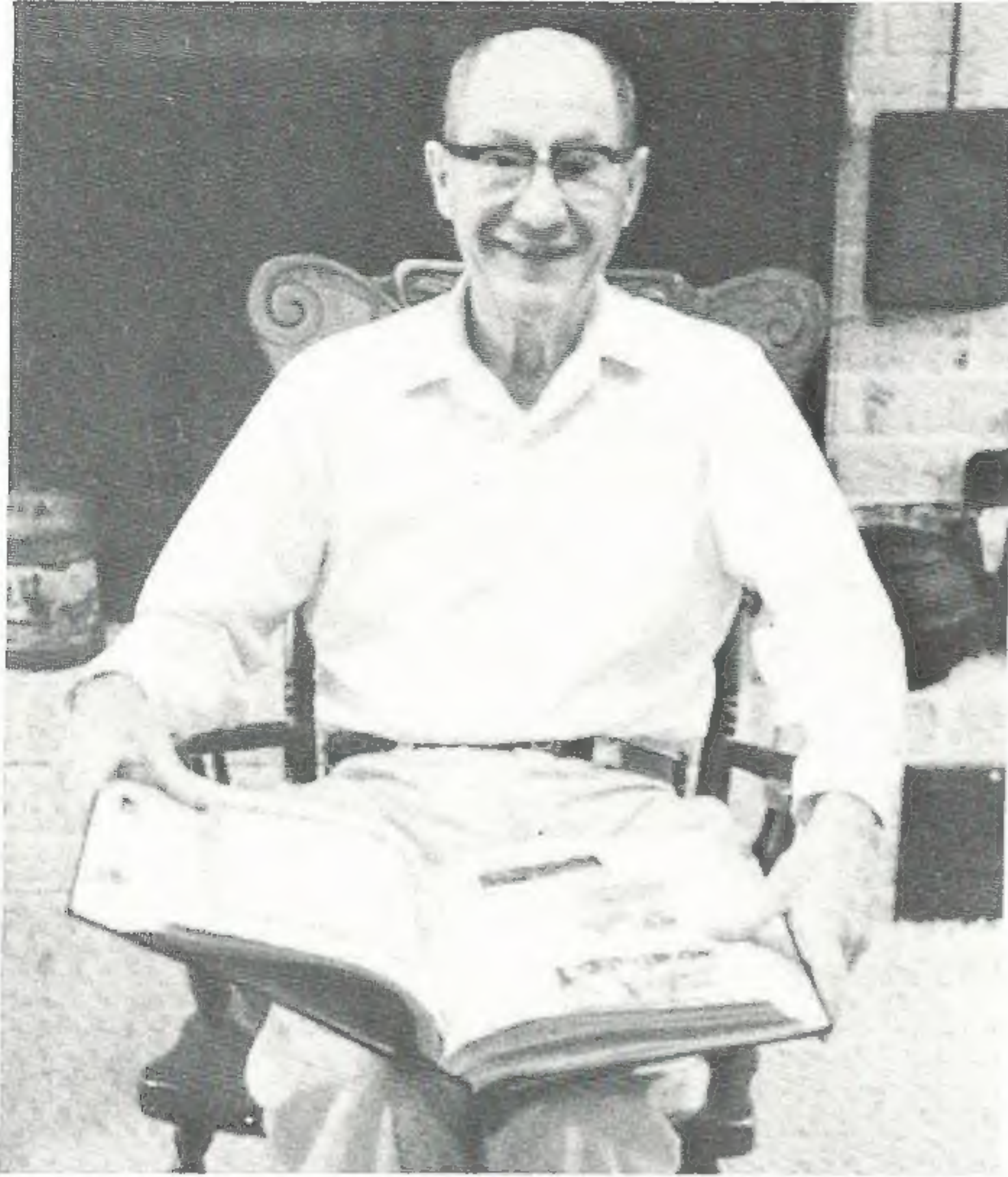
Safety then...



...safety now

50
YEARS
Of People
Serving People

Safety then...



Jack Shirey has been concerned with the safety of a person's head for years. He's bald — so he is acutely aware of the dangers of sunburn and falling objects. Even hairy heads, however, needed protection from electrocution; and Shirey, as the Company's first full-time safety director, recommended the use of hardhats by line crews. Gulf States in 1949 became the first utility in the country to require hardhats, Shirey said. "The shipbuilding industry used them, but electrical linemen didn't. In reviewing the statistics, I noticed that many fatalities were caused by linemen's head contact with a live wire.

"When a man goes up the pole, his head goes first," he said. "If his head hits a wire, the shock would either electrocute him or knock him off the pole. So I thought, 'Why not wear insulated hats?' We tried them in 1943 and made them mandatory in 1949," Shirey said.

Soon other utilities were requiring hardhats be worn by their field workers. The first hats — made of Bakelite — were heavier and more cumbersome than the fiberglass and plastic headgear used today. But they did the job protecting the wearers. "Statistics from the Edison Electric Institute showed 15 to 20 men died each year in the 1940s from head contact electrocution," Shirey said. "The rate had dropped to one or two fatalities a year when I retired in 1971."

Safety — like football, basketball or baseball — is a team effort. Rank the Lewis Creek team up there with the Pittsburgh Steelers, Oakland Athletics or Boston Celtics. They went undefeated in 1974 — an entire year without a lost-time injury.

The key to the Lewis Creek record is the unity of the plant personnel, according to Andy Poulson, safety representative. D. A. Fagg, control operations foreman, repeated that appraisal. "The workers here have a really good attitude toward safety."

The plant is also liberally decorated with safety reminders. "EAR PROTECTION REQUIRED BEYOND THIS POINT." "EYE PROTECTION SHALL BE WORN WHEN OPERATING THIS MACHINE."

Protective clothing worn when handling chemicals is placed near the point of use — not in a distant locker. Tags warn others when a person is working on a piece of equipment so it is not accidentally turned on.

True on-the-job safety, however, requires more than rules and reminders, just as a team's knowing how to play the game doesn't automatically yield a championship. "Desire" — the commitment of each worker to safe working practices — is essential.

"There can't be just a few following them (safety rules) and some not," Edgar Burwick, equipment operator, said. "That would be useless."

"You can't put too much emphasis on safety,"

added Gary Cockrill, also an equipment operator. He was holding two grotesque pieces of soft plastic, each resembling a wad of used chewing gum. They are personalized earplugs, which provide a more effective and comfortable shield against constant equipment noise.

"I like 'em," Cockrill, said, popping one into each of his ears before exiting from the control room into the 94 decibel din of the turbine room. "They protect your ears. When you get home from work you don't have to turn the television up real loud, running everybody out of the house, because you can't hear after being around this noisy equipment all day."

Experience is often the best safety teacher, according to Fagg, who has 25 years experience in power plants. "The most dangerous situation is when a worker encounters something new," he said. "When a unit is down for repair, we review what will be done and what dangers the men should look for."

"We feel these discussions are essential to accident-free maintenance and operations," said Herman Hammack, plant superintendent.

Experience taught Ernest L. Cannon, mechanic first class, the value of proper safety procedures.

"I worked for a company that didn't have a safety program," he said. "They just left it up to the individual. There were lots of accidents."

"I had an accident several years ago there that wouldn't have occurred if they had the tagging system

Shirey promulgated safe working practices long before he became safety director.

"I was a substation electrician and later a substation foreman but I did a lot of freetime safety work teaching first aid to WPA (Works Progress Administration) workers and fire departments.

"When the union started in 1940, there was a clause in the first contract that there would be a full-time safety man and I was chosen to fill the post."

Previous safety directors L. C. Singleton and J. T. Reidy were also claims agents.

Before the Second World War, safety, "just like everything else, wasn't very organized on the system level," Shirey said. "Each division and each district were supposed to have their own safety programs.

"The first thing I did after becoming safety director was to coordinate monthly safety meetings throughout the system," Shirey said. "Each month I'd spend the first week in Beaumont, the second week in Port Arthur and Navasota, the third week in Lake Charles and the fourth week in Baton Rouge.

"Of course, if there was an accident, I'd have to drop everything and investigate it."

"It was a killing schedule."

The post-war years were bad in terms of safety, Shirey recalled. The Company was expanding and hiring many new people. Men returning from combat overseas were ready to settle down and earn a living.

"But after all they had been through — battles and such — safety was a bit 'flim flam.' There were a lot of bad accidents. Most were caused by not knowing what to do, forgetting what to do or taking a chance."

As the Company's employment and commitment to safety grew, the safety staff was expanded. Added over a period of years were Andy Poulson, Otis McNight, Frank Jones, Summa Stelly, Ralph Shirley, Calvin Hall and Ray Thompson.

"We set world records for safety after established rules for safe working practices were developed and taught," Shirey noted. Gulf States still holds the world record of 7.6 million man-hours without a disabling injury. Another outstanding record was the production department operating from 1927 until 1972 without a fatality until a man was killed riding on top of an elevator at Nelson Station.

Ironically, Shirey said he had so ridden elevators many times. "I rode them with the insurance company inspectors," he said, "to be sure they were safe."

Shirey's safety efforts so touched the lives of Gulf Staters that he merited a stag "roast" at Neches Station when he retired. That event is said to have been the largest retirement party ever. Indeed, many might not have been able to attend the party had the spunky safety man not pioneered the use of hardhats.

we have at Gulf States. I was fixing a lathe when someone else bumped the clutch of the machine. My hand got caught in the gears and my knuckle was cracked. I was lucky my finger wasn't crushed."

Of primary importance in the machine shop is using safety goggles. All rotary machines in the Lewis Creek shop bear signs reminding operators to don the protective eyewear.

"A guy working on a grinder will remember to wear his goggles, but one working on a lathe might not — without the signs," said Sheldon Fruge, mechanical maintenance foreman. "It's a matter of getting into the habit of using eye protection. The constant reminders help develop this habit."

"We feel that if we didn't have these signs we'd have more hearing problems, more finger problems and more eye problems," Hammack said. "And the problems would be more severe — a greater hearing loss, a finger cut off instead of broken."

Another reminder developed at Lewis Creek is the mnemonic printed on work orders: Let's Everybody Work It Safely; Communications Reduces Errors, Everyone Knows. The first letters of the slogan spell LEWIS CREEK.

The analogy of safety to team sports is unfortunately more accurate than safety men would like: even the champions lose a game or two. In January, two Lewis Creek workers were hurt in separate accidents.



...safety now

добро ПОЖАЛОВАТЬ НА НАШУ электростанцию*



...or Sabine Station Welcomes Defected Russian Engineer

Anatoli Sverdlin, a Russian marine engineer who jumped ship in Beaumont Nov. 20 seeking asylum in the U.S., toured Sabine Station Dec. 16 while his attorney prepared for him to leave this country and reenter legally.

The power plant tour was one of the few technical experiences Sverdlin, holder of two Russian patents for automatic marine boiler control systems, received during a month-long stay in southeast Texas. Marine boilers are similar to the boilers used in the generation of electricity, Sverdlin said.

"This is a very clean electrostation," Sverdlin commented after the tour. Russian power plants burn coal and emit great volumes of smoke, he recalled.

**Literal translation: Welcome to our electrostation.*

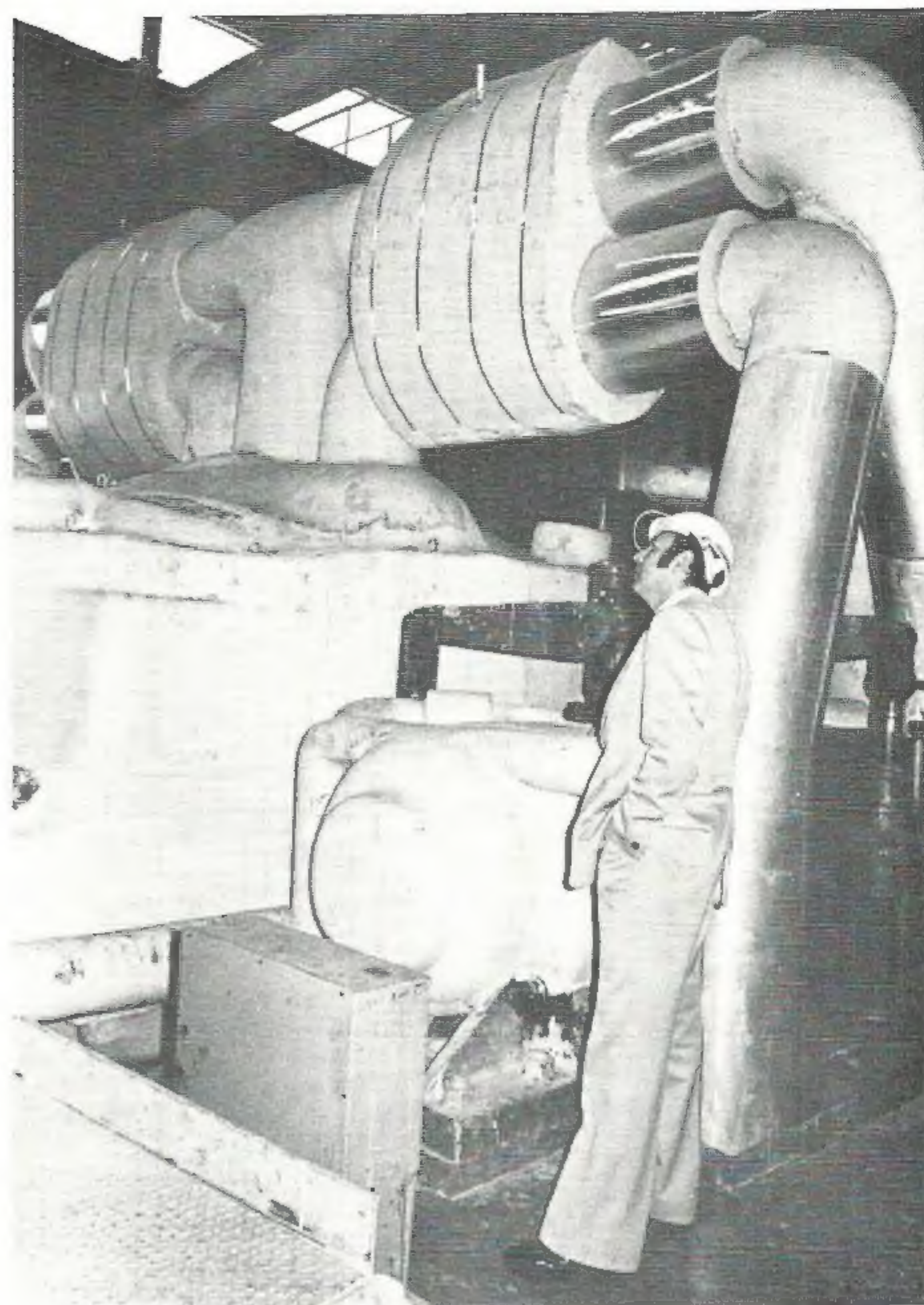
The visitor was surprised the boilers were not protected by a building as in Russia. His guide, Johnny Graves, operating supervisor, said the mild coastal weather does not necessitate an enclosure. The pipes, however, are insulated to reduce costly heat loss.

Sverdlin's chief curiosity concerned the automatic control systems employed at the station. Automation in Russia is lagging the U. S., he said, and operators are required to be trained engineers.

"Here we promote them up through the ranks," Graves said.

Russian operators do have one thing going for them, Sverdlin said. The dials on the consoles are positioned so that the normal position of the needle will be horizontal. Thus, when the unit is operating

Sverdlin discusses a technical matter with guide Johnny Graves (facing page) and inspects turbine (right).



properly, all the indicators form "a solid black line" across the control board.

"I believe it is a Swedish system," Sverdlin said. "But it is used throughout Russia."

Sverdlin, who is half-Jewish, has a Ukrainian wife who is a doctor and a 16-year-old son living in Leningrad. He had worked on ships 28 years and served as a chief engineer for the past 14 years.

Sverdlin said his dissatisfaction with Soviet life began when he refused to falsify documents concerning a collision. After he overheard two crew members plotting to plant forbidden books written by dissident Alexandr Solzhenitsyn among his possessions, Sverdlin said he left his Russian ship in Antwerp, Belgium, June 6.

"If the Russian immigration clerks had found it (books by Solzhenitsyn), it would have been Siberia (for me)," he said.

He then traveled to Israel and lived in Haifa four months before getting work on the freighter Har Sinai, bound for Beaumont to take on wheat.

He left the ship Nov. 20 and sought asylum at the Beaumont Police Station. When his ship left the Port of Beaumont Nov. 23, Sverdlin was missing, but showed up at the home of Betty Holberg, a local newspaper reporter, the next day.

A lawyer, Lum Hawthorn, was arranged and U. S. Immigration and Naturalization Service officials were contacted. Because Sverdlin had entered the country illegally, he was taken to Houston by the authorities and jailed pending a hearing.

Bail money was raised through the efforts of

Gordon Baxter, a local radio personality. Sverdlin was freed and enjoyed the hospitality of the Golden Triangle. He received lodging at the home of Parkdale Mall Publicist Elaine Niskala, was featured at a Boy Scout banquet and other events.

Immigration authorities allowed Sverdlin to leave the country voluntarily — rather than be deported — Dec. 23 and to travel to Israel. Although he was not an Israeli citizen, he carried the country's traveling papers because he had been employed on the Israel ship. Sverdlin had hoped he would be granted asylum immediately because he had been a Russian citizen until he jumped ship in Antwerp.

More than \$1,400 was raised to pay Sverdlin's air fare to Israel, where he will apply for an entry visa to the U.S. He has been offered employment with a Bridge City shipbuilder because of his background, friends of Sverdlin said.

When he arrived in Israel, Sverdlin was jailed, but later acquitted, on charges of jumping the Israel ship. Legal procedures to allow him reentry into the U.S. are continuing.

Sverdlin said he hopes his family will be allowed to emigrate from Russia to join him but admits that would be difficult. His wife lost her job in Leningrad when he left the Russian ship and efforts to send her and their son money have failed, Sverdlin said.

Carpenters Happy In Mexico



Mañana is today for Neill Carpenter and his wife Marian.

Like many retired couples, the former supervisor of commercial and industrial sales in Lake Charles and his wife began traveling about the world after bidding "adieu" to the 9-to-5 world. But unlike the majority, the Carpenters have found a home away from home near Guadalajara, Mexico, and enjoy a peaceful and economical life South of the Border.

Carpenter retired in 1969 after 43 years service. He has logged thousands of miles since then. He wrote *Plain Talks* recently of his travels.

"Our first trip after retiring was a freighter trip to Europe — from New Orleans to Germany on a German freighter — where we picked up a Volkswagen at the factory. We toured Europe for four months, going through Germany, Austria, Belgium, Holland, Switzerland and Italy. We spent most of our time in Italy as I was stationed in Rome for a year during World War II. We flew home Via Belgium, Luxembourg, Scotland and Nassau.

"Two weeks at home (in Lake Charles) and we were ready for more traveling. We realized that traveling by car, using motels and eating in restaurants would be so costly that we could afford only a few months of the year on the road, so we started out with a station wagon, tent and camping equipment. After two long trips we were both sure that we would enjoy traveling most of the time, but camping had its drawbacks. Camping out was delightful — except when it was too cold, too hot or when we had to go to the bathroom. So we traded my antique gun collection in on a 29-foot Airstream Trailer and we have lived in it practically full time for the last four years.

"When we visit Lake Charles to visit the kids and grandkids we stay in the trailer.

"We have visited all of the original 48 states and most of the Canadian provinces and Mexican states. We have enjoyed three Airstream caravans (organized tours of persons towing and living in Airstream trailers). One was in Western Canada; the other two in Mexico.

"On our first caravan into Mexico, we stayed in Guadalajara for four days and had occasion to visit San Jose del Tajo Resort Trailer Park. 'Tajo' means a cut in the mountains. My wife and I wanted to move right into the park. But as we were only about half through the caravan, we stayed with it — spending a week in Mexico City and five days in Acapulco.

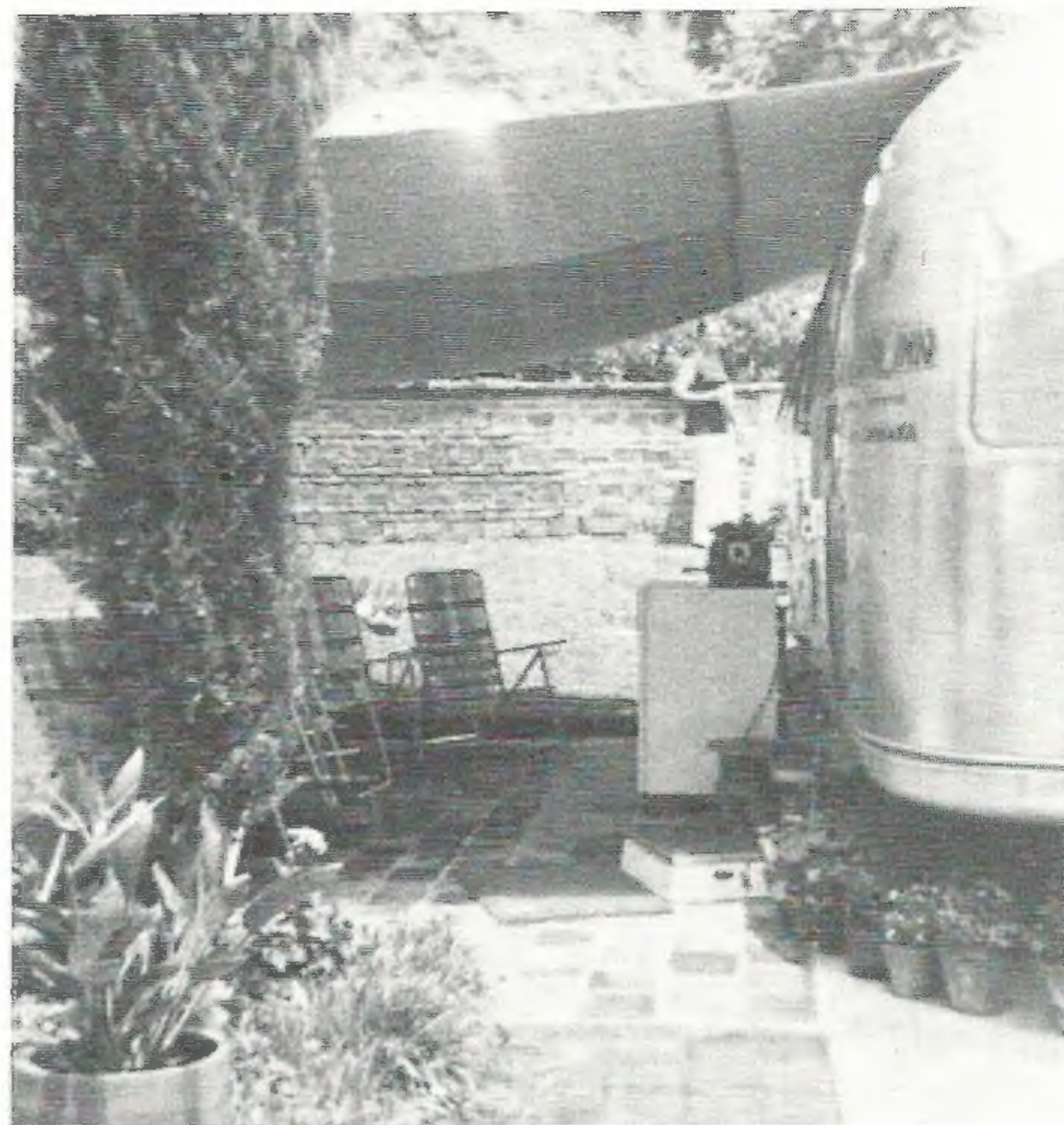
"We fell in love with nearly everything at San Jose de Tajo. The climate, the 'gringos,' the owners, the entertainment, the flowers, the pool hall, the swimming pool, stately palms, cobblestone roads, nearby native villages and the 'niños' (children). It all made us feel perfectly welcome and at home in the plush atmosphere.

"On our next caravan into Mexico, we took in the Yucatan and after returning to Mexico City — where we were to stay a week — we cut out for Guadalajara and stayed three months. Then for the next two years we would spend the summers in the Northwest U.S., Canada, Nova Scotia or some cool spot and come back to Mexico in the winter. When the gasoline shortage started and inflation took some of our retirement income, we were forced to slow down on 'hitting the road.'

"The owners of our trailer park and a few of the regulars in the park told us many times that we



Neill Carpenter with bikes, plants and palms



Marian Carpenter (background) in the backyard

shouldn't head north in the summer — we were leaving at the best time of the year. The 'season' here is the winter, when the 'Snow Birds' from the frozen north flock down here. The park is full and spilling over then, so we just naturally thought this was a winter resort.

"Well, last year (1973) we stayed down in this tropical land all summer and liked it so much that we came down this summer (1974) in March and won't get back to steaming Louisiana until December. The weather here in the summer is delightful. It never gets too hot in the daytime — we hardly ever turn on the air conditioner — and at night we have to pull up the covers, believe it or not. Not all of Mexico is nice in the summer — only in the highlands. Acapulco, for example, is plenty hot even in the winter. Two years ago we spent Christmas there and the thermometer hit 98 degrees with high humidity. Guadalajara is a mile high, which is high enough to keep it cool, and we are far enough south that it doesn't get too cold. The winters here are dry — it hardly ever rains — and the summers have a three-month rainy season during which it rains a little each day. There is about 60 per cent humidity in the summers. The grass is green. The flowers grow so fast we have to cut them back to keep them from growing out of the beds. It never freezes or snows in the winter but we did have one hail storm this summer.

"At last, we have a summer resort way down south from the 95-degree, 95 per cent humidity of Lake Charles.

"Well, so much for the Chamber of Commerce talk,

(Continued next page)

(Continued from previous page)

"Trailerites are the friendliest of folks — mostly retired like us. They are a wealth of retired 'master-minds' from all types and lines of work: one man who made films to teach the astronauts; a newspaperman from Washington, D.C.; a woman flight simulator trainer. There's quite a cross section. We all have the same desires so we have plenty of good friends here and everywhere we have visited.

"The trailer park has a nice swimming pool, a pool table, card room, library, horse riding club, small restaurant, small grocery store, motel rooms and apartments. They have an excellent entertainment program during the winter, consisting of bingo nights, old movies, slides, card and pool tournaments, good speakers, music for dancing and tours to the various sights around Guadalajara.

"Guadalajara is a big city. The two million population includes about 30,000 Americans. There is an English daily newspaper out of Mexico City and our own weekly here. Two of the seven FM radio stations speak English news from CBS and Mutual. There are four television stations but none have regularly scheduled English programs. About three times a week we get English movies with Spanish subtitles. We get all of the big sports programs on TV with English spoken on the FM stations. We even get the championship boxing matches here that you cannot get in the States. The World Series and the championship football games are broadcast.

"There are many fine restaurants here. A Mexican meal will cost a couple of bucks — a good steak from three to four dollars.

"There are all kinds of dancing in the park: square, round or what have you. During the season an orchestra plays for us but in the summer there are so few here we have to use our records for music.

"We have flower beds all around the yard. They keep my wife and I busy when we are not reading or doing a little oil painting in our 'bodega' — a store-room, literally, that we use as an office, study and shop. I have been a little successful in selling a few of my oils — which helps offset inflation.

"Yes, we have inflation down here, too. About one percentage point behind the U.S. Still, a couple in our position can live cheaper here than in Louisiana. We spend about \$500 per month but could get by with \$400 each month.

"A first run movie cost one dollar — old ones 40 cents — but gasoline prices have doubled recently to

74 cents per gallon for regular. Butane costs three dollars per bottle against four to five in the States. Bread and meat cost about the same but ice cream is twice as expensive down here. Beer, vodka, gin and tequila all cost much less in Mexico but imported bourbon is priced sky high. The big increases here have been in the prices of food in supermarkets and nice restaurants and in hotel and motel rates. Fruits and vegetables in the native markets are very reasonable and native labor is dirt cheap. The prices charged by doctors, dentists and hospitals are about half that in the U.S. but is rising."

Sounds pretty idyllic, doesn't it? It all began with Carpenter's decision to dispose of his gun collection — the result of 30 years of work.

"I enjoy very much the chase and the bargaining for guns and I enjoyed fixing them up," Carpenter said. "But I now enjoy the trailer more than the guns on the wall."

The only hassle in the Carpenters' dream world is that the Mexican government requires they leave Mexico every six months.

"They keep kicking us out," Carpenter said with a touch of frivolity.

And they keep coming back to their Tomorrowland in the cut in the mountains.

The Carpenters invite visitors to their trailer camp or friends' letters. Their address is San Jose del Tajo Trailer Park, A.P. 31-177, Guadalajara, 5 Jalisco, Mexico. Use the same postage as in the U.S.



Mrs. Carpenter resting on the patio.



PANELIST — Jim Wright, licensing engineer, has been named to Subcommittee 2 Qualifications of the Nuclear Power Engineering Committee of the Institute of Electrical and Electronics Engineers. Wright's participation insures that the views of Gulf States and other electric utilities will be weighed in the development of new standards for the nuclear industry.

Management Meetings Held

Four management meetings were held in late January to inform employees of the "State of the Company."

Chairman of the Board Floyd Smith and Thomas Page, senior vice president - finance, told of the economic health of the Company. "You and I have the obligation to educate the public on the need for profit," Smith said. "It is not a dirty word. It is the very lifeblood of our economic system."

Jerry Stokes, senior vice president of Gulf States and president of Varibus Corp., told of our subsidiary's efforts to locate secure fuel supplies. Norman Lee, president of the Company, spoke on "Keeping Our House In Order." How am I using my time? Is my productivity increasing? Am I using the Company's tools, equipment and supplies properly? All the above are questions each employee must ask oneself, Lee said.

Summa Stelly, director - safety and claims, said key elements of the Positive Action to Safety program are involvement and discipline. Jo Ann Smith, supervisor - consumer services, detailed the work of the Speaker's Bureau and estimated 1,500 talks had been given by members. Bill Heaner, vice president - personnel, told of the functions of the Company's organization.

Board Okays Budget, Promotions, Finances

The Board of Directors approved a \$184 million construction budget for 1975, several major personnel changes and announced the Company's future financial plans at its regular meeting Feb. 12 at The Woodlands, Tex.

The construction budget is a \$16.5 million increase over 1974 expenditures. The bulk of the funds will be spent for increasing generating capabilities.

The urgency of the worldwide fuel shortage and the need for increased attention to the Company's fuel acquisition program have become so pressing that J. M. Stokes, senior vice president of Gulf States and president of Varibus Corp., a wholly-owned subsidiary, will be devoting the major portion of his time to these activities, Floyd Smith, chairman of the Board, announced. Thomas A. Page was promoted to senior vice president-finance; Robert W. Jackson was advanced to secretary-treasurer, and James L. Braswell was named principal accounting officer and retains his position as controller. In related moves, Hansford Rouse was named manager of tax services and Ray Pace was promoted to manager of contract services.

The Board approved four men to be placed in nomination for election by GSU shareholders to serve on the Board. Named were Dr. Jack Rathbone, M.D.,

Baton Rouge; Alvin T. Raetzsch, works manager, Industrial Chemical Plant, (PPG Industries), Lake Charles; James E. Taussig, Lake Charles businessman; and Arthur Temple, chairman of the board, Temple Industries, Diboll, Texas, and president of Temple-EasTex, Inc., Silsbee, and director of Time, Inc., New York.

In financing action, the Board authorized the issuance and sale of \$40 million of first mortgage bonds to be offered in New York April 30. The issuance and sale of 3 million shares of the common stock is expected to be made early in April.

Smith added that Gulf States has been using short-term bank borrowings and has been issuing its commercial paper to provide a portion of interim funds for expansion purposes. The proceeds from the sale of the bonds and common stock will be used to pay off a portion of the outstanding short-term notes and commercial paper.

Finally, the Board announced earnings per share of common stock for 1975 should range between \$1.68 and \$1.73. A common stock quarterly dividend of 28 cents a share, the 110th consecutive common dividend, and regular quarterly dividends on the ten series of preferred stock were declared payable March 15 to shareholders of record Feb. 24.



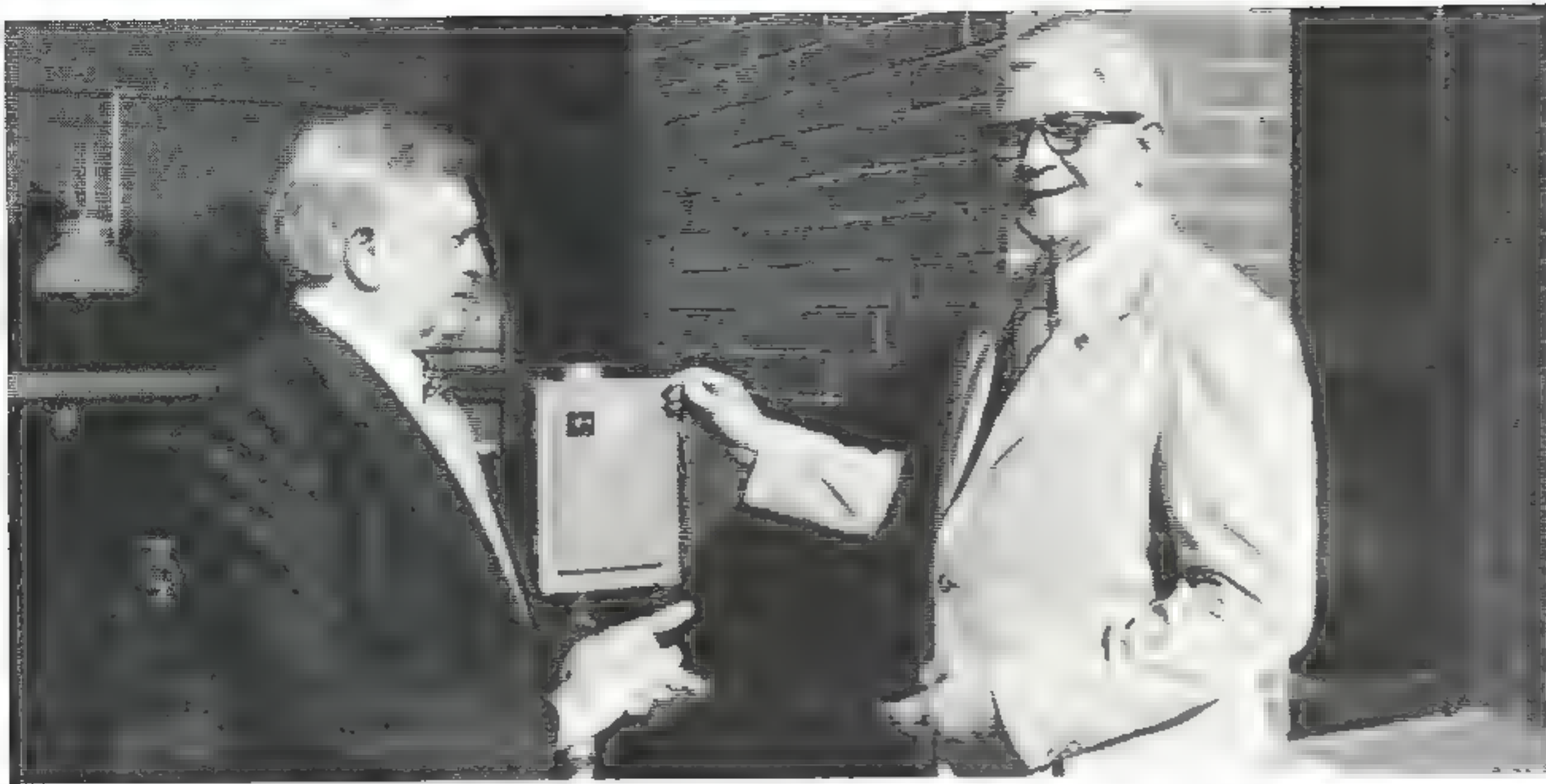
GOODWILL WORKERS — Dan Nisley, (left) executive vice president of Goodwill Industries of Southeast Texas, presented a plaque to three Beaumont Service Center truck drivers for their transporting donated clothing and household articles on Good Turn Day, an annual collection drive held Nov. 3 in the Golden Triangle. Accepting the award are David Doss, Leroy J. Lewis and Bill Bloodworth. Not pictured were two employees who helped load the trucks: James Robinson, storeroom assistant, and Billy Johnson, laborer. The group donated their time on Sunday.



MARDI GRAS '75

Fat Tuesday — Mardi Gras — immediately precedes Ash Wednesday, the first day of the religious penitential season of Lent. The prospects of six weeks of sacrifice and deprivation hardly seems cause for celebration, but Catholics around the world traditionally engage in one last fling before Lenten curtain falls. The Mardi Gras revelry in Lafayette, La., is commonly regarded second in the U.S. only to that in New Orleans in terms of intensity and enthusiasm. Company workers in the area and their families often participate, as pictured above in the third parade of the day through downtown. Leslie Thomasee, (second from left wearing hat), daughter of Bill Thomasee, first class lineman, rode a float of Ecrivettes — little crawfish — a girl's drill team. Frances Buckalew, wife of Henry T. Buckalew, district accounting supervisor, waves from the covered wagon float of the See Saws Square Dance Club. E. P. Guidry, district substation operator, rode his horse in a mounted group in the front of the parade. Gulf Staters at work on Mardi Gras enjoyed a rooster gumbo and yams luncheon prepared by Bobby Denais (below, frying rooster pieces), departmental clerk, and Earl Broussard (lower left, chopping shallots), area development representative.





NEW BUILDING OPENED — The new office building of the Port Arthur Division was officially opened Feb. 11 with a switch-closing ceremony rather than a more conventional ribbon cutting. Doing the honors is Port Arthur Mayor Bernis Sadler while Randy McAlpine, Port Arthur division manager, looks on. (See *Plain Talks* Jan. - Feb., 1975)



NELSON STATION TOUR — Cedric Watler, superintendent of Nelson Station, explains part of the intricacies of a power plant operator's console to Ray Pearson, mayor of Lake Arthur, La. Pearson and seven city officials visited the power plant with Hutt Reed, Jennings superintendent, and John Bordelon, commercial sales representative. The officials saw Units 1, 2 and 3 in operation and were able to view parts of the Unit 4 turbine which were disassembled on the turbine room floor as part of that unit's conversion to burn fuel oil. Watler emphasized the need for extra storage tanks and piping to burn fuel oil rather than natural gas. After the tour the officials were treated to a steak or trout dinner at the Chateau Charles where Joe Bondurant, Lake Charles division manager, explained the economic pressures behind skyrocketing fuel prices and the extraordinary measures the Company is making to insure an adequate supply of electricity. "I can appreciate the need for profits and that there are times you must raise prices," commented one councilman who owned a rice dryer.



Howard Mack Heads Growth Committee

Howard E. Mack, operating superintendent of Lake Charles T&D, has been named 1975 chairman of the Business Growth Committee of the Lake Charles Chamber of Commerce.

He succeeds Joseph E. Bondurant, Lake Charles division manager, who recommended Mack for the post.

Goals for the committee include establishing a full-time economic development department in the chamber aimed at diversifying the manufacturing base in Lake Charles, which, in turn, would provide more variety in unskilled and semi-skilled jobs; improving the area's labor-management image; encouraging the siting of branch offices and off-shore satellite businesses in Calcasieu Parish and supporting legislation for the successful completion of the Sabine River Water Diversion Canal.



CANCER STICK TIP — That 'Georgy Girl', Lynn Redgrave, has a message about cigarettes from the American Cancer Society: "If you smoke, cut down. Better still, quit. And if you've never smoked, don't start. It can save you lots of money. And it might save your life."

FUNNY MAN — Frank Robinson, district superintendent in Huntsville, was the guest speaker — or guest comedian, rather — at the Tyler County Chamber of Commerce Annual Banquet Jan. 30. Robinson, who had been superintendent in Woodville from 1962 through 1965, presented a selection of the one-liners and humorous stories that have delighted hundreds of audiences around the nation. One of Robinson's fans told him he was so funny he ought to be with Will Rogers, the famous Oklahoma humorist. "Thank you," Robinson replied. "But he's dead." "I know that," the fan shot back.



Tours Galore...



OFFICIAL TOUR — Officials and city councilmen of Church Point, La., toured Nelson Station in November. Harold Beagh (far right), our sales representative in the city, is serving his first term as Church Point mayor. "This tour was a 'first' for most of these people," Beagh said. "It was very informative and everyone was made to feel at home." Pictured are Ebenezer Thibodeaux, street commissioner; Willard Richard,

councilman; Leroy Boutin, Gulf States serviceman; Cleveland Matte, water superintendent; Cedric Watler, Nelson Station superintendent and tour guide; Johnnie Lee Smith and Floyd Lyons, councilmen; Earl Broussard, area development representative in Lafayette; Joe Bondurant, Lake Charles Division manager; and Beagh. The tour was part of a program to show local officials how electricity is produced.



SABINE STATION TOUR — The ninth grade science classes from Woodlawn Junior High School in Groves toured Sabine Station Dec. 12. Of primary concern to the students was the fear that the lights in their homes would go out should a unit become disabled. Soft drinks and cookies were served after the tour. Guides were Andy Anderson, Les Englund, Mike Hillhouse, Steve Williamson, George Perkins, Hall Ridley, Morris

Sandefer, Mike Shores, and Ronald Eaves. The men later received 69 letters from the appreciative students. Most expressed thanks for the time and indicated they learned from the experience. A few, however, indicated ulterior motives typical of young students. "The tour helped me on my test," one wrote. "I appreciate the time you took away from our two school periods," said another. (from Darlene Faires)

Beaumont, Port Arthur Schools

Added To Screen News Film Lists

Schools in Beaumont and Port Arthur have been added to those in East Baton Rouge Parish that now receive educational films from The Screen News Digest courtesy of Gulf States.

The Beaumont Independent School District and the Port Arthur Independent School District have been included in the program similar to that successfully administered by the East Baton Rouge Parish School Board for the past five years.

The school district receives a film concerned with a timely subject in the news each month. It can be shown to students at any time during the year and becomes the property of the schools.

Of special interest to Gulf States was the third selection this year: "Energy: Choices . . . Options . . . Decisions," which reported on the vital task of conserving energy in industry, transportation and the heating and cooling of office buildings and private homes.

The film points out that with petroleum the major fuel for cars, trains,

trucks and planes and essential in the manufacture of thousands of petrochemical products from plastics to fertilizers, nuclear fission and coal must play an increasing role in meeting the nation's energy needs.

The production of burnable coal must be doubled to 1.5 billion tons per year by the mid-1980s to sustain the growing needs of an industrial society, the film said.

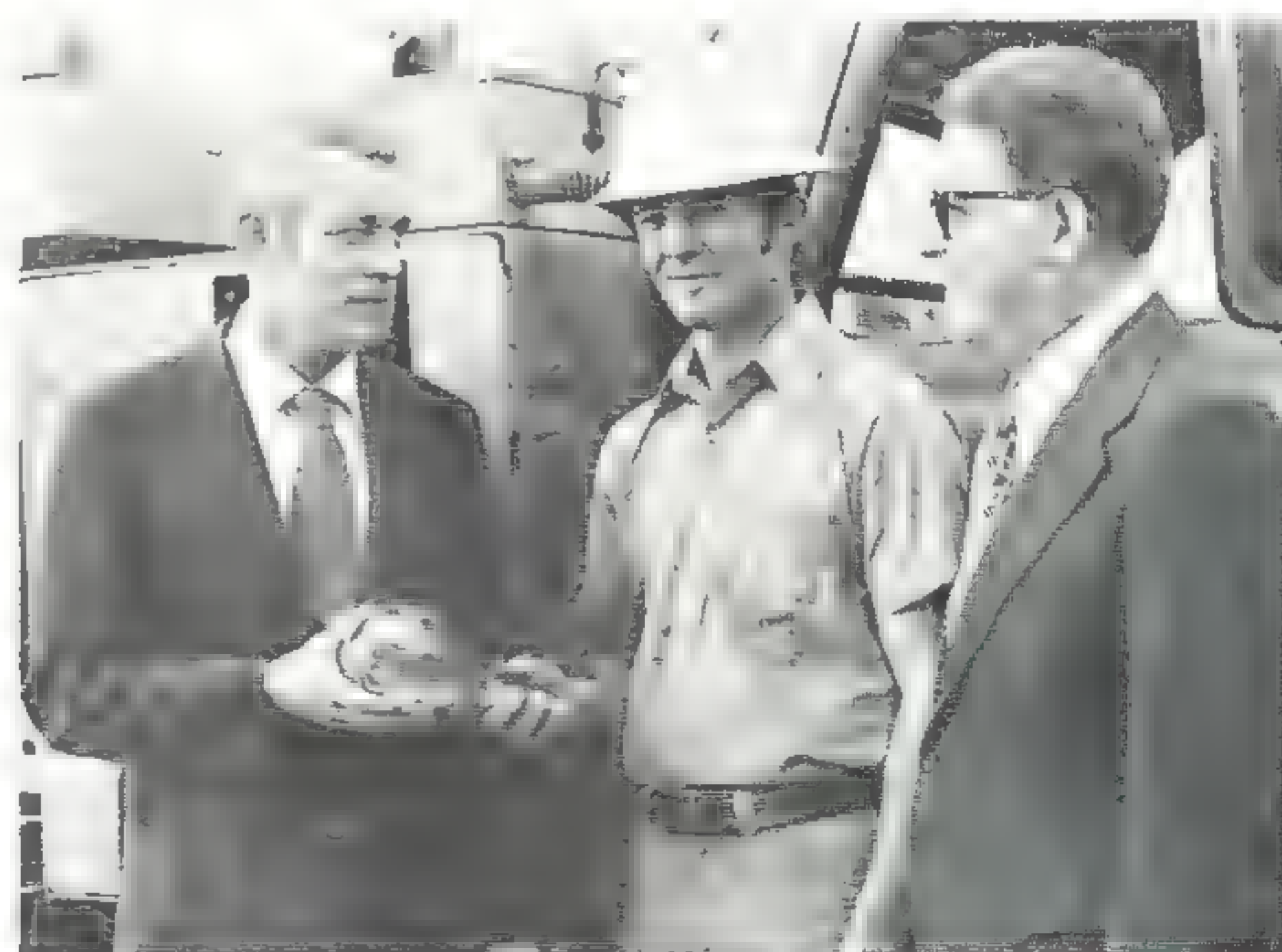
Films sent the schools earlier this school year included "Forward Together: Gerald Ford Assumes the Presidency" and "Detente with a '?'; A Study In Depth of Soviet-American Relations."

"A study guide with questions for teachers comes with the films and is very helpful," said Nelleen Stancil, director of instructional materials for BISD. "We've shown the films to our senior and junior high school classes and catalogued them into our professional library.

"We're very thankful to Gulf States for providing the films to us."



SAFETY MAN — Calvin Hall, safety-claim agent for the Lake Charles Division, has been named Outstanding Safety Man of the Year by the Southwest Louisiana Safety Engineering Society. Hall was cited for his presentations on electrical safety and artificial resuscitation methods given to civic groups, professional societies and the Boy Scouts. A native of Monroe, La., Hall has worked with our Company in Lake Charles since 1947, when he signed on as a helper.



BYE, BYE BULB — Kenneth M. Ingels, lineman first class, took down the last incandescent street light in Lake Charles (left) and presents it (above) to William Boyer, mayor of Lake Charles, Dec. 19. Looking on is Jack Bass, commercial representative. The fixture in the 100 block of W. Kirby in downtown was replaced with twin mercury vapor lamps (lower left). The old 405-watt bulb shone 6,810 lumens compared with 55,000 lumens emitted by each of the new 1,000-watt bulbs. The new bulbs deliver twice the light per watt of the incandescent lamps.

IN OUR AREA



The Queen's Float

WOODVILLE, TEX.

Dogwood Festival Signals Springtime

"It's Dogwood time in Tyler County."

For 21 years these traditional words have signalled the beginning of the Dogwood Festival — a time of pageantry, parades and music in Woodville, Tex., in the heart of East Texas.

The present 10-day festival is a public celebration of the spring beauty of the land and especially the white loveliness of the blossoms of the dogwood tree. Standing like graceful ballerinas, blooming dogwoods decorate the roadsides and peek through the dense growth of rolling hills.

Except for the war years, 1942-45, the Dogwood Festival has been staged annually since 1940.

Western Weekend begins the festival this year on March 28-30. The Saturday parade attracted 1,700 trailriders last year. Other events are a rodeo, western dance, beard growing contest and the coronation of the Western Weekend sweetheart.

The Dogwood Queen's Weekend follows on April 4-5. This year's theme is "Tyler County in the Twenties." Costumes and floats will relate to those nostalgic days.

The Dogwood Parade winds through Woodville on Saturday afternoon and is followed that night by the queen's coro-

ST. FRANCISVILLE, LA.

Audubon Pilgrimage to Homes, Gardens

The architectural and botanical heritage of West Feliciana Parish will be on display March 14-16 during the Audubon Pilgrimage, sponsored by the West Feliciana Historical Society.

The annual event commemorates the residence of America's famous artist and naturalist, John James Audubon, in the parish. Tours will feature four plantation manors, two formal gardens, a historic townhouse, armchair and walking tours of St. Francisville, a country kitchen, an art show, craft demonstrations and for the first time this year, nightly musical entertainment.

The society museum on Commerce Street is the pilgrimage headquarters. There displays depict the first century of life in the parish, from an early settlers crude abode to an elaborate Empire parlor. The museum also houses a model of the West Feliciana Railroad, one of the country's oldest standard gauge lines.

A slide-illustrated tour of scenic and historical highlights is shown continually in Town Hall on Royal Street. The building was erected in 1819.

The walking tour includes the Audubon Library; Virginia, a historic townhouse built in 1817 as a one-room store that once sold for \$144; the parish courthouse; several churches and the Bank of Commerce. Across from the bank is one of the town's earliest buildings (1810), which will house a one-man art show of wildlife painter Murrell Butler.

nation at the Dogwood Amphitheatre. More than a quarter of a million hand-made paper dogwood, wisteria and azalea blossoms provide a spectacular coronation setting.

The Mr. East Texas award is given to one of the area's leaders. Wyatt Bell, Gulf States' district superintendent in Woodville, is chairman of the nominations committee.

The Festival is climaxed by the Dogwood Dance and the Queen's Ball at Kirby High School.

While visiting Woodville, tourists might also see the Allan Shivers Museum, Heritage Garden Village with its famous Pickett House restaurant and Big Thicket Gardens near Woodville; the Alabama and Coushatta Indian Reservation between Woodville and Livingston and the Kirby Memorial Chapel near Chester.



Rosedown Gardens

Plantations on the tour through the parish include The Oaks, built in 1888 on land originally part of the Rosedown plantation; Beechwood, built around the turn of this century on a 1790 land grant; Highland, built in 1804 from native materials; and Rosebank, built in the early 1800s and placed in the National Register of Historic Places, due to its architectural significance.

The tour will also visit the Rosedown Gardens, pictured above and designed in 1835, and Afton Villa gardens, which remained after the 1849 home was destroyed by fire 10 years ago.

The Dogwood Legend

In ancient times the dogwood grew straight and tall. It was a dogwood tree on which Jesus is said to have been crucified. The distressed tree was promised it would never be so used again and today grows bent and slender. The blossoms are white with two long and two short petals forming a cross; the center of the flower makes a crown of thorns. The petal edges bear indentations of crucifixion nails and are colored as with blood. The tree is now cherished as a reminder of the death and triumph over death of Jesus.

DEATHS



Frankie Arlyn Swonger

Frankie Arlyn Swonger, 67, retired confidential records clerk, died Jan. 18 in St. Elizabeth Hospital in Beaumont after a lengthy illness.

A native of Odelia, Tex., Miss Swonger was graduated from Beaumont High School and the University of Texas and did graduate work at the University of Colorado. She was employed by the Company as a stenographer in 1939 and promoted to confidential records clerk in 1948. She retired at the end of 1963.

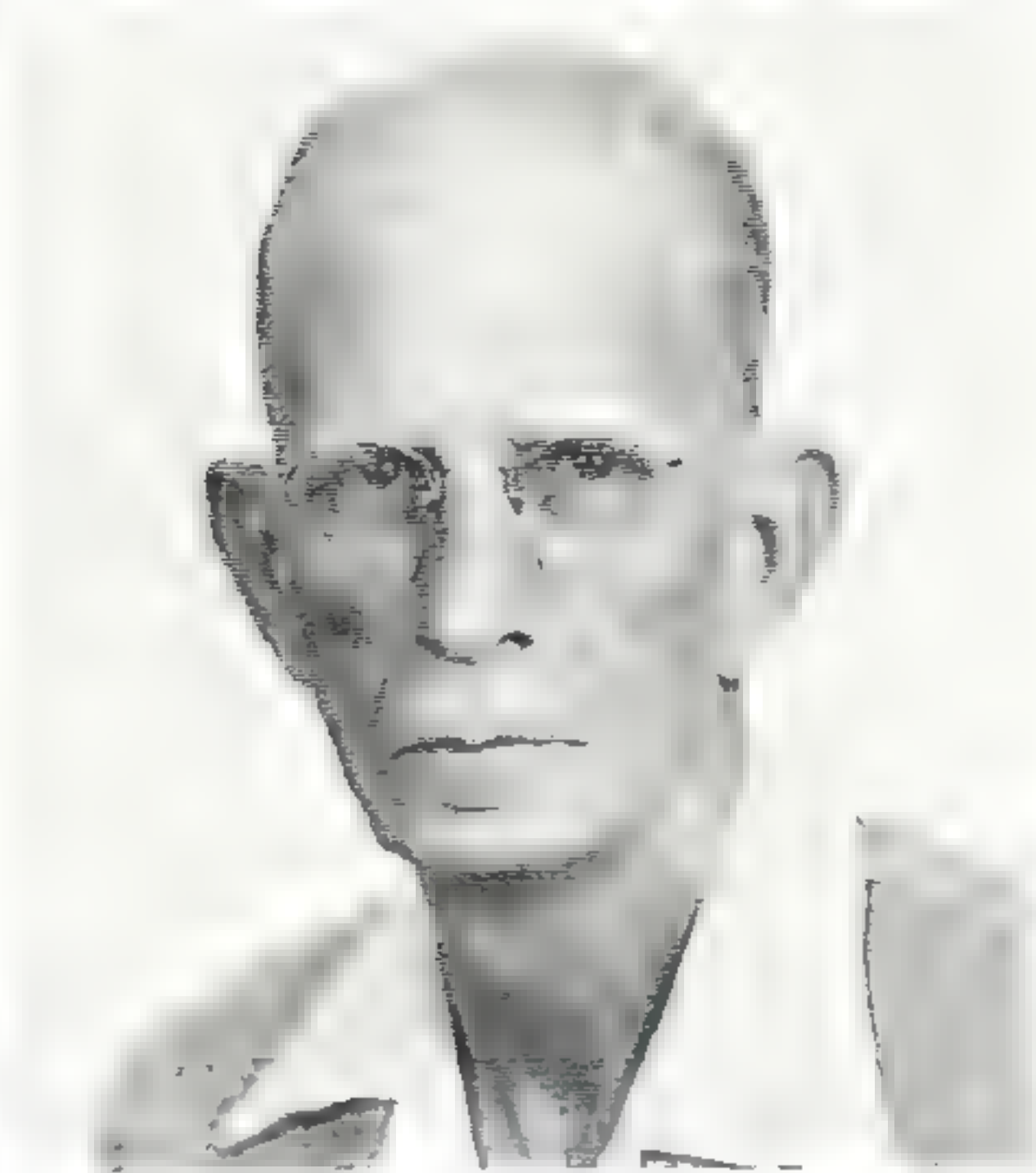
Miss Swonger is survived by her mother, Mabel Swonger of Beaumont, and a sister, Mrs. Stanley C. Peters of Corpus Christi.

James Collins, 71, retired janitor in Baton Rouge T&D, died Jan. 19.

A native of Jackson, La., Collins joined our Company in Baton Rouge in Dec., 1928. He worked in the Gas Depart-



James Collins



John C. Morrison

ment until moving to T&D in 1953. Collins retired in 1966.

Survivors include two sisters, Lorraine C. Franklin and Sarah Reed, both of Baton Rouge.

John C. Morrison, 74, retired assistant to the general line foreman in Beaumont, died Feb. 12.

A native of Gulfport, Miss., Morrison joined the Company on Dec., 1923, as a truckdriver in Beaumont. He served in various lineman positions in Beaumont and Sour Lake until made a gang foreman in 1926 and transferred to Conroe.

Morrison was promoted to sub-foreman in 1927 and later that year transferred back to Beaumont in the same position. He was named line foreman in Huntsville in 1928 and again moved back to Beaumont as line sub-foreman.

He was made assistant to the general line foreman in 1963 and retired in 1965.

Survivors include five brothers, J. B., F. E., B. T. and A. C. Morrison, all of Beaumont, and L. C. Morrison of Fairview, New Mexico, and three sisters, Blanche Veillon of San Antonio, Clara Dillon of Three Rivers, Tex., and Mrs. A. W. Phillips of Beaumont.

John B. Haltmar, 47, senior engineering assistant in Navasota, died Feb. 18.

A native of San Saba, Tex., Haltmar first joined the Company in May, 1948, as an engineering helper in Navasota. He progressed through engineering classifications and was named senior engineering assistant in July, 1955.

Survivors include his wife, Betty, and mother, Mrs. Willie Haltmar, both of Navasota; three daughters, Beverly Condrey of Orange, Donna Jensen of Washington, Tex., and Pinney Haltmar of



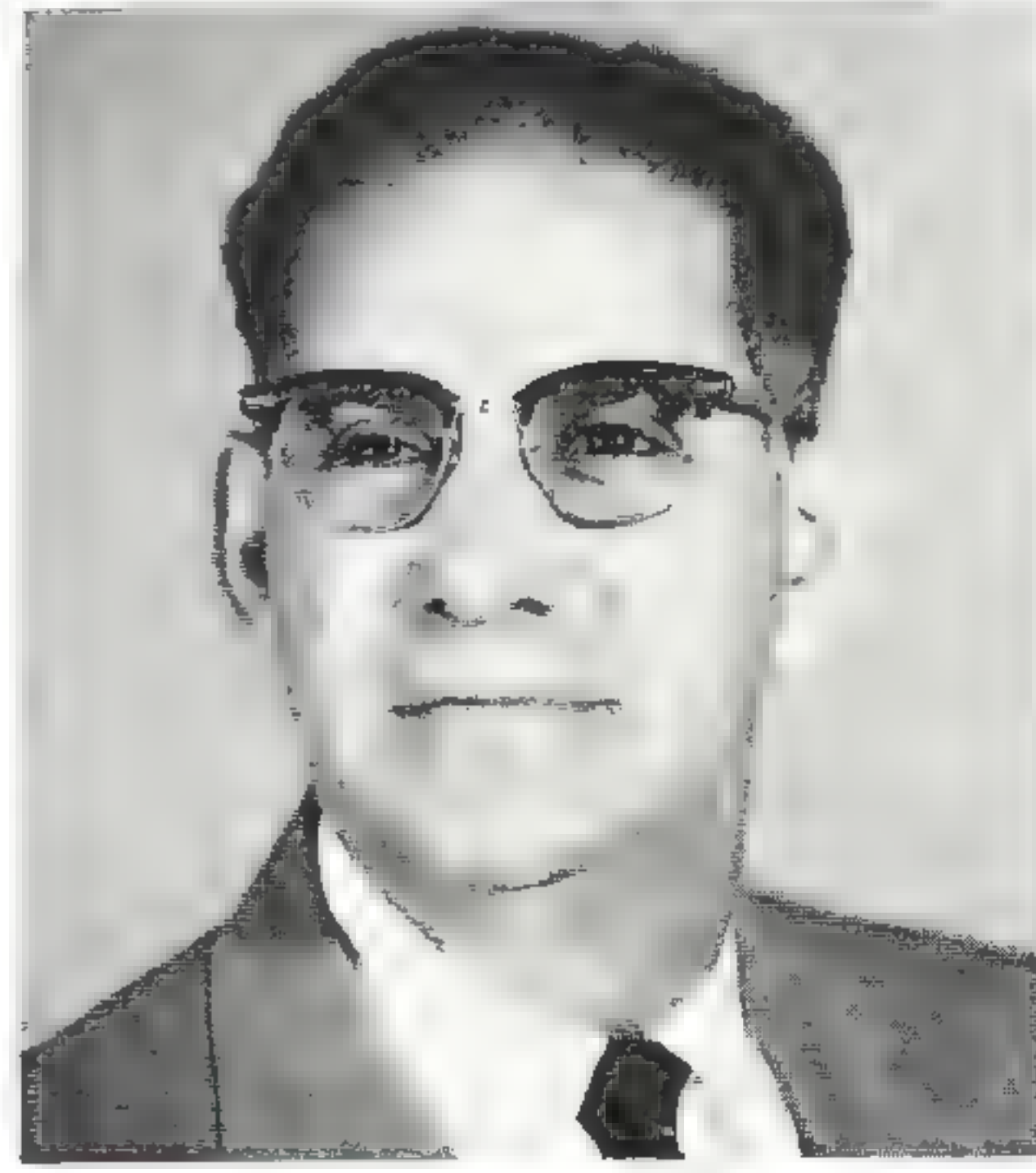
John B. Haltmar

Navasota; one son, Joe Ed Haltmar of Navasota and one sister, Dorothy Nell Surage of Beaumont.

Anthony Printz, 72, retired garage mechanic first class in Baton Rouge, died Jan. 19 at Medi-Center of America, a Baton Rouge hospital.

Printz was a native of Marksville, La., and joined the Company in July, 1941, as a garage mechanic second class. He was promoted to garage mechanic first class one year later and retired in 1967.

He is survived by his wife, Leontine Cayer Printz; two daughters, Mrs. Richard Miner of Houston and Mrs. Wally Cox of Lafayette; three sisters, Mrs. Dewey Saucier of Shreveport, Mrs. Charles LaNasa of New Orleans and Mrs. Paul Ridaudo of Alexandria and four grandchildren.



Anthony Printz

PEOPLE ON THE MOVE



Thomas A. Page



J. M. Stokes



Robert W. Jackson

Key personnel moves aimed at maintaining the Company's ability to cope with new challenges confronting the electric utility industry were approved by the Company's Board of Directors at its regular meeting Feb. 12.

The Board promoted **Thomas A. Page**, formerly treasurer and principal accounting officer, to senior vice president-finance. Page assumes the financial officer's responsibilities formerly assigned to **J. M. Stokes**, senior vice president. Stokes, who is also president of Varibus Corp., will devote a greater portion of time to meeting the increased attention needed in the Company's fuel acquisition program through this wholly-owned subsidiary. He will also continue to oversee the operations at the rate and IDS departments.

Robert W. Jackson, secretary and director of financial administration, has been assigned additional duties and promoted to secretary-treasurer. **James L. Braswell** will continue as controller and was named principal accounting officer.

In related moves, **Hansford Rouse** was named manager of tax services, and **Ray S. Pace** was named manager of contract services.

Page, a native of Niagara Falls, New York, is a graduate of Purdue University with a bachelor of science degree in civil engineering. He obtained his master's degree in industrial management from Purdue in 1963. He is a certified public accountant in the states of Wisconsin,

Texas, and Louisiana and is a licensed engineer in the state of New York.

Since his arrival in Beaumont in February, 1973, as treasurer for the Company, Page has become active in Beaumont Society Chapter of Certified Public Accountants, is a member of the Board of Directors of the Beaumont Art Museum, and is on the Planning and Priority Committee of the Beaumont United Appeals.

He and his wife, Evelyn, have two children, Christopher and Catherine Ann.

Stokes, a 39-year employee with the Company due to retire December 1, was elected senior vice president-finance in 1967 after having been vice president-finance, secretary since 1964.

A native of San Antonio, he attended public schools there and in Victoria, Texas. He also attended Victoria Junior College and received his LLB degree in 1939 from East Texas College of Law. He was admitted to law practice in 1940.

Employed by Gulf States in 1936, he progressed through several positions in the Engineering Department before transferring to the Advertising Department in 1945. He was named assistant advertising director in 1947 and supervisor of employee publications in 1950.

Mr. Stokes was promoted to claims agent in 1956 and to system claims director the following year. He moved up to assistant personnel manager in 1962 and became assistant secretary in February, 1964.

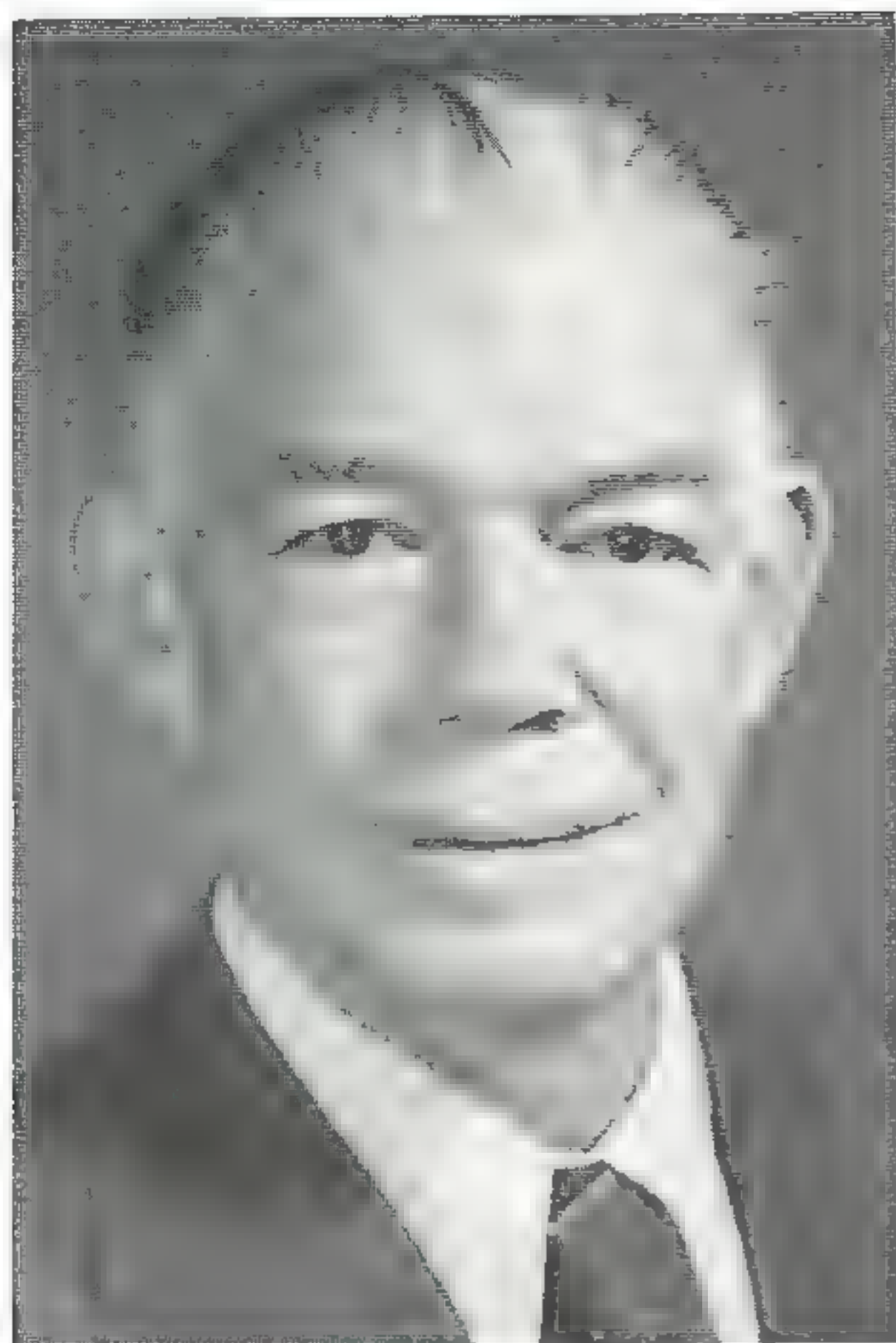
He is a member of the State Bar of Texas, the Beaumont Chamber of Commerce, and currently chairman of its drainage committee, and the Young Men's Business League, Key Men's Club; and is a former president of the Advertising Club of Beaumont. He is an elder and trustee of Westminster Presbyterian Church.

Mr. Stokes has completed the Harvard Advanced Management Course and the Public Utilities Management Course at the University of Michigan.

In addition to his new position as secretary-treasurer of the Company, Jackson also serves as secretary-treasurer of Varibus Corp.

He is a 20-year veteran of the Company, having been employed in 1955 following duty with the Army during the Korean conflict.

A native of Beaumont, Jackson attended Lamar University and holds a bachelor of business administration degree in advertising and marketing from the University of Texas. He is an active participant in civic and church affairs. His current activities involve being director of the Cerebral Palsy Foundation in Beaumont and the TRES Computer Systems of Dallas, membership in the Economic Analysis Committee of the Beaumont Chamber of Commerce, and being Chairman of the Board of Missions and Chairman of Finance and Long Range Planning for the First Methodist Church. He has



James L. Braswell

also been active in United Appeals work. Jackson is married to the former Theta Watt of Beaumont. The couple has a son, Robert, Jr.

Braswell joined the Company in 1938 in customer accounting while attending college. He worked in various accounting and clerical positions until he was promoted to supervisor of customer accounts in 1950. In 1956, he was promoted to assistant general accountant, and to general accountant in 1964.

A native of Jasper, Texas, Braswell attended Lamar Junior College and served in the Army Air Force during World War II. He has been active in the Young Men's Business League and is a Y.M.B.L. Key Club member. He is past president of the Beaumont Chapter of Administrative Management Society and has completed the Stone & Webster advanced management course in New York.

Braswell is married to the former Neva Lee Howell of Newton. The couple has three married daughters and six grandchildren.

Rouse joined the Company in 1956 as a senior accounting clerk. He held various positions including accountant, section supervisor, supervisor of general accounting, director of accounting services and internal audits prior to his election as assistant treasurer in 1971.

A native of Beaumont, Rouse is a graduate of the University of Texas in business administration and is a four-year



Hansford Rouse

veteran of the Navy. He is past president of the Sabine Chapter-National Accounting Association.

He and his wife, the former Ruth Borchardt of Elmira, Ontario, Canada, have three children.

Pace, a 39-year employee of the Company, is a native of Anson, Texas. He attended Lamar University and earned a bachelor's degree in business administration from Hardin-Simmons University.

Pace held various accounting and purchasing positions in Beaumont and Baton Rouge before returning to Beaumont as director of purchasing in 1962.

He is active in several professional organizations such as the Sabine District Transportation Club and the Sabine-Neches Association of Purchasing Agents. He is also a member of the Beaumont Club, the Beaumont Chamber of Commerce, and is active in church affairs at the First Baptist Church of Beaumont.

He is married to the former Edith Turner of Beaumont.

Joseph W. Bogue, a senior engineering assistant in electronic data processing, has been promoted to system analyst in EDP Systems Support Services.

Bogue, a native of Beaumont, is an eight-year employee of the Company. He is a veteran of the U.S. Army and father of four children, Anna Laurette, Matthew Wayne, Richard Alexander and Joe Dennis.



Ray S. Pace



Joseph W. Bogue

SERVICE AWARDS



Mildred F. Tribble
Marketing Department
Beaumont



M. E. Adams, Sr.
Electric T&D Department
Port Arthur

20 Years



John A. Petitjean
Electric T&D Department
Conroe



Emmitt C. VanEman
Electric T&D Department
Beaumont



Jack H. David
Division Marketing
Silsbee



Ernest C. Kelly
Electric T&D Department
Denham Springs

30 Years



Wilbert Carney, Jr.
Division Production
Baton Rouge



Lois K. Robertson
Division Treasury
Port Arthur



Linda S. Smith
Division Marketing
Beaumont



Linda L. Adams
Engineering Design
Beaumont



Bobby L. Hoke
Electric T&D Department
Huntsville

10 Years

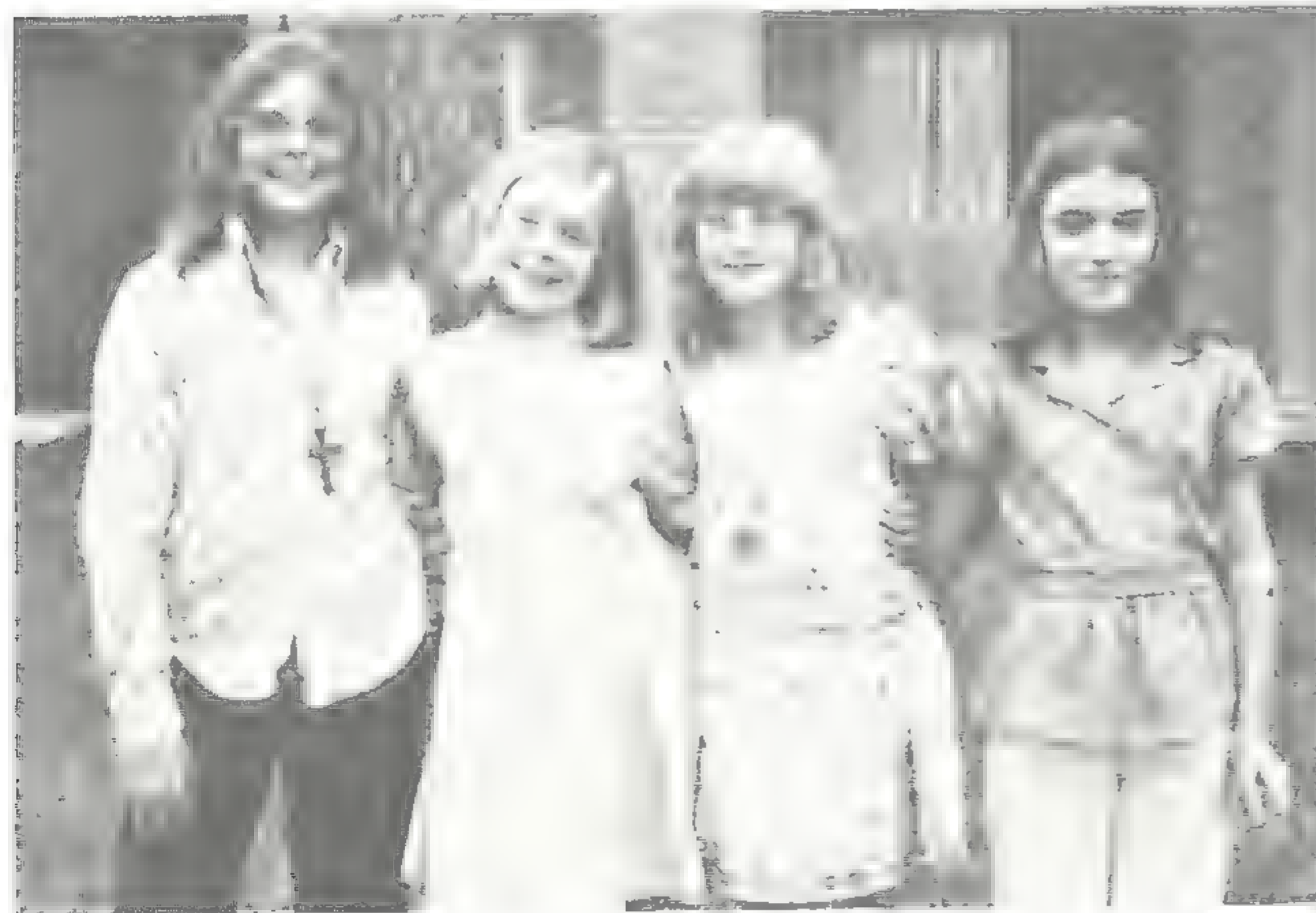
COFFEE CUP



HMMM — Brian Wayne Nixon, one-month old son of Mr. and Mrs. G. W. Nixon of Baton Rouge, is eyeing that all-important piece of plastic — his pacifier — after being tucked in for a night's sleep. Brian's father is substation mechanic first class at the Government Street Service Center.



TALENTED TWIRLER — Donna Rae Hickman, 14, daughter of George Hickman, senior engineering assistant at the Beaumont Service Center, beat out the competition to qualify as a twirler with the Deweyville High School, in spite of her being only in eighth grade of the junior high. Donna has won several first place honors in contests she has entered. (from Carolyn Motl)



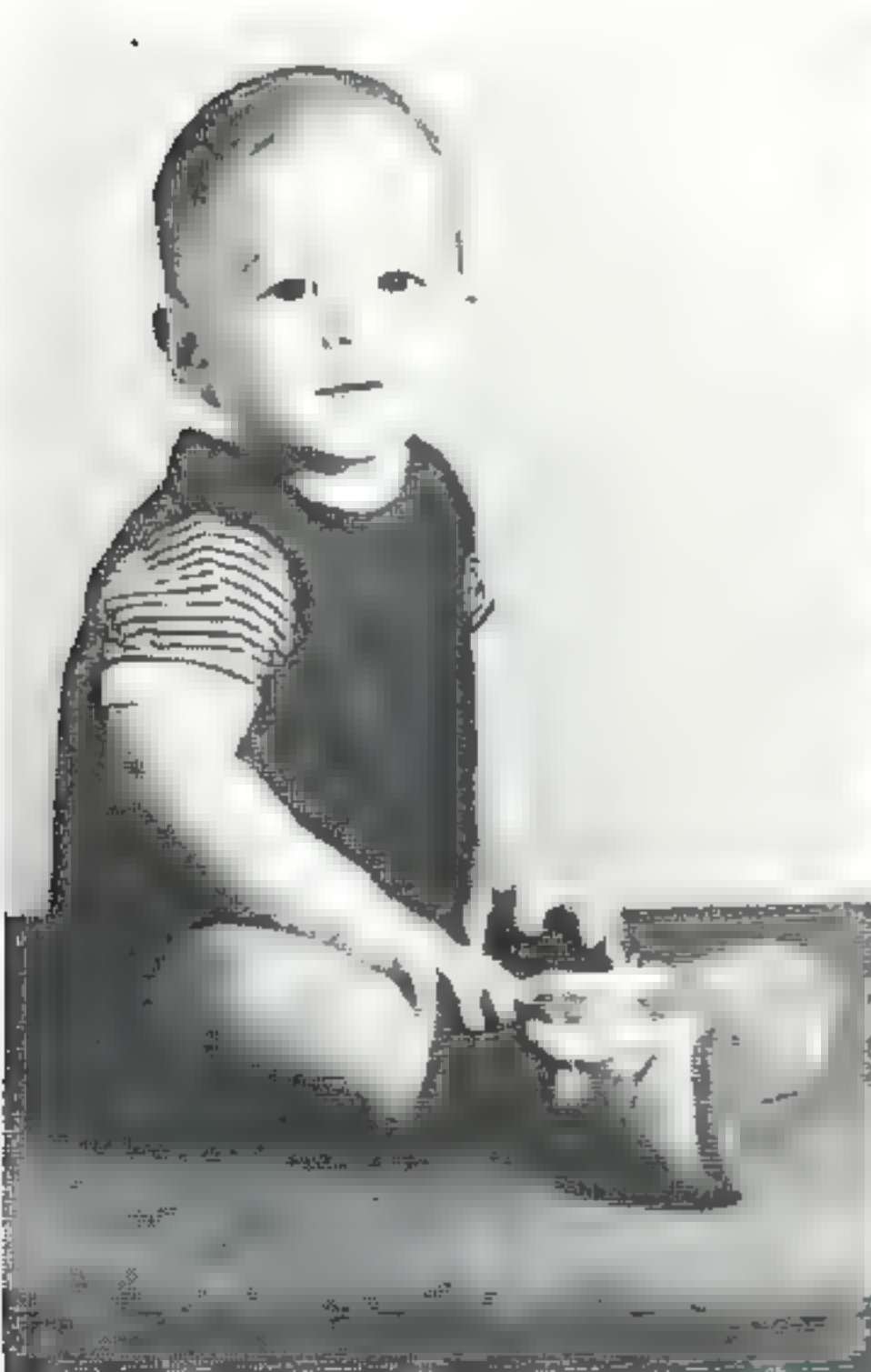
HOLIDAY VISITORS — Duschka Wilcox, 9, (second from left) and her mother, Christiana Lorenzen Wilcox, sister of Johanna Richard, (wife of W. E. Richard, Conroe division manager) visited Conroe over the holidays. The Wilcoxes live on the Jersey Islands — also known as the Channel Islands — which lie in the English Channel near France, but are subject to British rule. Christiana served as a nanny for a wealthy British family for several years and visited Bermuda and Africa before the children grew up — and no longer needed a nanny. She now works for a finance company. The neighborhood children in Wroxton Estates were delighted to have a new playmate in Duschka. Pictured are Mary Ann Merritt, 12; Duschka; Theresa Bodemann, 10, daughter of L. J. Bodemann, operating superintendent; and Holly Signor, 10.



"That's just the sort of thing that irritates me!"



WIDE-EYED ARGOS — No blinking at the camera for these boys, Sammy Dale Argo, newborn son of Somerville District Serviceman Mike Argo and his wife Gwen, and his six-year-old brother, James Alfred Argo. Sammy weighed nine pounds at his birth, Oct. 16. The boys are also grandchildren of Alfred Boswell of Vidor, substation mechanic at the Beaumont Service Center.



NEPHEWS GALORE! — Kevin Gray (left) of Nederland, is the one-year-old nephew of Bert and Sandra Rogers of Beaumont. Bert is supervisor - records management, and Sandra is an executive stenographer in corporate and finance. Charlie Alan Findley of Vidor is the nephew of Dru C. Plunkett, stenographer in corporate and finance. Findley was two months old when this picture was taken in mid-November.



FEARLESS — Six-week-old William Vining Wiese is not afraid of the camera zooming in on a close look at his big brown eyes. The child's parents are Ervin Wiese, substation mechanic third class at the Conroe Substation, and his wife Susan. William weighed in at seven pounds, five ounces on Sept. 12. (from Frances Elliott)



COYOTE KILLER — Bob Gajeske of Navasota, building and grounds maintenance man for the Western Division, shot this large coyote while on a deer hunt Dec. 2 near Whitehall, south of Navasota. No trophy rack for Gajeske, but he did collect \$19 — bounties of \$10 and \$5 from the county and landowner, respectively, and \$4 for the hide. Gajeske said a farmer in the area claims to have lost a 300-pound calf to predators. (from Frances Elliott)



FAREWELL FESTIVITIES — Ross Reed, line foreman in Dayton, and his wife, Virginia, were feted by Dayton-Hull employees Jan. 14 on the occasion of Reed's transfer and promotion to superintendent of the New Caney District (see People on the Move). Mrs. Reed was given a pink carnation corsage and the couple received an electric sander and ceramic horsehead bookends as going-away presents. (from Joyce Murphy)

Sympathy to retired Gulf Stater R. E. "Dude" Compton of Lafayette on the death of his brother, E. B. Compton of Lorraine, Tex. (from Bobbie Denais)



ALL SMILES — Tracy Lynne Kibodeaux, 3, (left) daughter of Sharon Kibodeaux, departmental clerk in the Records Department in Beaumont, was thrilled with the dress and matching doll made by her grandmother, Mrs. Carl Sheffield of Kountze, for Christmas. Brother Terry Lee, 5, is pictured giving his "granny sister" a big hug. (from Pat McMeel)



ADULT PAPERDOLLS — Hal Tierney, administrative accountant in Beaumont, displays a paperdoll of Joan Crawford as she appeared in "The Gorgeous Hussey" with Robert Taylor. Tierney cut the paperdoll from a book "Paperdolls for Grownups: Thirty from the 30s — Costumes of the Great Stars," written and designed by his brother Tom, a free lance fashion illustrator in New York City. Thirty nostalgic movie stars are featured in the book in six different costumes each. Ten trivia questions and answers are also included. The book, published by Prentice-Hall, Inc., Englewood Cliffs, N. J., was reviewed in the Beaumont *Enterprise*, the New York *Times* and the Houston *Post*.



TWIN GOODBYES — A double goodbye party was held in the Beaumont customer accounting office when clerks Brenda Shuff and Betty Bass departed in December. Mrs. Shuff moved to Houston where her husband, a December graduate from Lamar University, landed a job with a large accounting firm. Mrs. Bass transferred to become an engineering assistant.



"It hurt when I said maybe I didn't know it all yet, and they chorused in unison, 'You can say that again.'"



BOOTIES, BOOTIES, BOOTIES! — Three pairs of baby booties highlighted the gifts Brenda Edwards (center) received at a baby shower in December, put on by her coworkers in the duplicating section in Beaumont. Clothes, sheets, a crib mobile and a baby bird plaything were also included. Among the revelers were: Marian Sells (left), Renee deBretange Smith, Mrs. Edwards, Betty Weiblinger and Carolyn White.



WASTE WATCHERS — Four members of the West Jefferson 4-H Club in Nome, Tex., won first place in competition with 14 other clubs for their exhibit "Watch Your Waste" at the South Texas State Fair last October. The young women used Gulf States pamphlets on the wise use of energy in planning the display. The winners were (clockwise from the top left) Jeanie Richards, Patty Martel, Rayniel Broussard and Barbara Bonner. Each is a student at Hardin-Jefferson High School.



BIRTHDAY PORTRAIT — Marc Stout, son of Bobby Stout, serviceman first class in Conroe, sat for this distinguished portrait on his third birthday on Jan. 3. (from Frances Elliott)



ANOTHER BENOIT — Jules Garland Benoit, serviceman first class in Lake Charles, and his wife are parents of their fifth child — and second son — Travis Wayne Benoit, who was born Nov. 24. Young Benoit tipped the hospital scales at 10 pounds, 1½ ounces. The picture was taken in the hospital a few days after Travis was born.



When you have any news or a story you think would be interesting to other Gulf Staters, contact the nearest reporter to you, or write or call the *PLAIN TALKS* editor, Mike Ross, in Beaumont. Notify *PLAIN TALKS* reporters of any event that is happening in your area that the magazine should cover. A complete list of reporters and their locations is given below. If any persons named are no longer with the company or no longer active reporters, please contact Mike Ross. Persons wishing to become *PLAIN TALKS* reporters should also contact the editor. We can never have too many reporters.

Reporters

BATON ROUGE: Margie Force (T&D); T. Boone Chaney (T&D), Melanie Hima (T&D), Jack Gautreaux (T&D), James W. Bello (T&D), Geralyn Williams (Gas), Opal Temple (Acct.), Robert Graves (Storeroom), Susan Wilks, Debbie Lynn (Engr.)

BEAUMONT: Bill Toups (S.C.) Barbara Lindsey, Carolyn Motl (T&D), Ann Ogden, Edy Mathews, Linda Marks, Pat Bailey, Dorothy Nowell, Mary Lee Best, Carolyn Thaggard.

CALVERT: Betty Dowell.

CLEVELAND: Pat Jones, Edd Mitchell.

CONROE: Frances Elliot, Bobbie Burke.

DENHAM SPRINGS: Lenelle Juban.

GONZALES: Billie Fortenberry.

HUNTSVILLE: Karen Morley.

JENNINGS: Earl Mayfield.

LAFAYETTE: Bobbie Denais.

LAKE CHARLES: Johnnie Harris (T&D), Janet Followay.

LA. STATION: Leslie Jeansonne.

LEWIS CREEK: D. W. Rutherford.

MADISONVILLE: Wanda H. Tinsley.

NAVASOTA: Betty Dickschat.

NECHES STATION: Gene Russell.

NELSON STATION: Martha Caldwell.

NEW CANEY: Diana Winkelmann, Paul Mosley.

ORANGE: Doris Womack.

PORT ALLEN: Adele Vavasseur.

PORT ARTHUR: Sue Williams, Lorraine Dunham (S.C.)

SABINE STATION: Darlene Faires.

SOMERVILLE: Mary Brock.

SULPHUR: Pearl Burnett.

WILLOW GLEN: Loris Landaiche, James Veatch.

WOODVILLE: Alene Cole.

ZACHARY: Myra Ponthier.

THRIFT PLAN

Purchases of Gulf States Utilities Company stock made by the Trustee during January, 1975, covering employee deductions and Company contributions through December, 1974, were as follows:

17,019 shares of Common Stock at \$12.432 Average cost per share for total

cost of \$211,565.48. 178 shares of \$4.40 Preferred Stock at a total cost of \$8,662.06. The average price per share was \$48.663.

The Trustee deposited \$81,919.05 with the Savings Department of the First Security National Bank.

RETIREMENTS



Louis Knighten

Louis C. Knighten, janitor at the Government Street service center in Baton Rouge, retired Feb. 1.

Knighten was born in Felixville, La., attended Clinton (La.) High School and is married to the former Audrey Hayes of Zachary. The couple has seven children.

Knighten served eight years in the Air Force and joined Gulf States in 1951 as a laborer in the gas department. He transferred to T&D in 1969 as janitor at the Government Street service center.

George T. De La Matyr, supervisor - engineering research and communications, will retire April 1, after more than 41 years with the Company.

A native of Clearwater, Cal., De La Matyr joined the Baton Rouge Gas Dept. after his graduation from Louisiana State University in 1933 with a B.S. degree in electrical engineering. He served as engineer and senior engineer in the Baton Rouge T&D before being transferred to Beaumont as an engineering specialist in



George De La Matyr

1950. He became office engineer in the executive department in 1953 and went to relay engineer in system engineering in 1955. De La Matyr then served as communications engineer from 1956 until 1963 when he was named operating supervisor in T&D. He was promoted to his current position in 1967.

De La Matyr is a registered professional engineer in Texas and a member of Pi Beta Tau and Phi Kappa Phi. He has attended the Harvard Advanced Management Program and is a past deacon of St. Andrews Presbyterian Church. He served 23 years in the U.S. Naval Reserve, retiring at the rank of Captain. He has five years of active duty service during World War II.

De La Matyr is married to the former Madeline Moran of Baton Rouge. The couple has two sons, George Jr. and Richard, both mechanical engineers, and five grandchildren.

De La Matyr plans to "continue living in Beaumont, doing what I want to do when I want to do it."

LETTERS

Dear Mr. Eubanks,

I know that you are a busy man, but I just wanted to take this occasion to express my sincere appreciation for the opportunity I had to work for your company.

The experiences I had while under your employ will always serve as some of my fondest memories. The ability to work with others to get the job done and to take pride in my work are only a few of the valuable lessons I learned while working for G.S.U., especially on trouble calls, where absolute teamwork is required. It is not until a young man has done these things and can look back on them that he realizes the significance they bear on his future. The opportunity to work for such a company is truly an education I would recommend to every growing young man, and I commend you for the fine service you do in offering this opportunity.

As of now, I am serving a two-year mission for my Church among the poverty-stricken people of Central America and it is truly a humbling experience.

Thanks so much to you and your company for helping me to prepare for this experience. You have all my best wishes and prayers for all the success you so richly deserve.

Sincerely,

Vernon L. Blalock

Vernon L. Blalock

(Blalock, a 1973 graduate of Baker (La.) High School, worked as a helper in the Baton Rouge Line Department from October 29, 1973, until June 14, 1974, when he resigned to serve in a Mormon mission in Nicaragua.)

Dear Mr. Turner:

On behalf of the Jasper Chamber of Commerce, I would like to express my gratitude for your financial assistance to help defray expenses for the Deep East Texas Development Association meeting held in our city.

I would also like to commend you on the fine program you presented on the "Blue Hills Project". This is a project of vital interest to the entire East Texas area, and Jasper in particular.

I am looking forward to working with you in the future, so please contact us if we can be of service to you.

Sincerely,

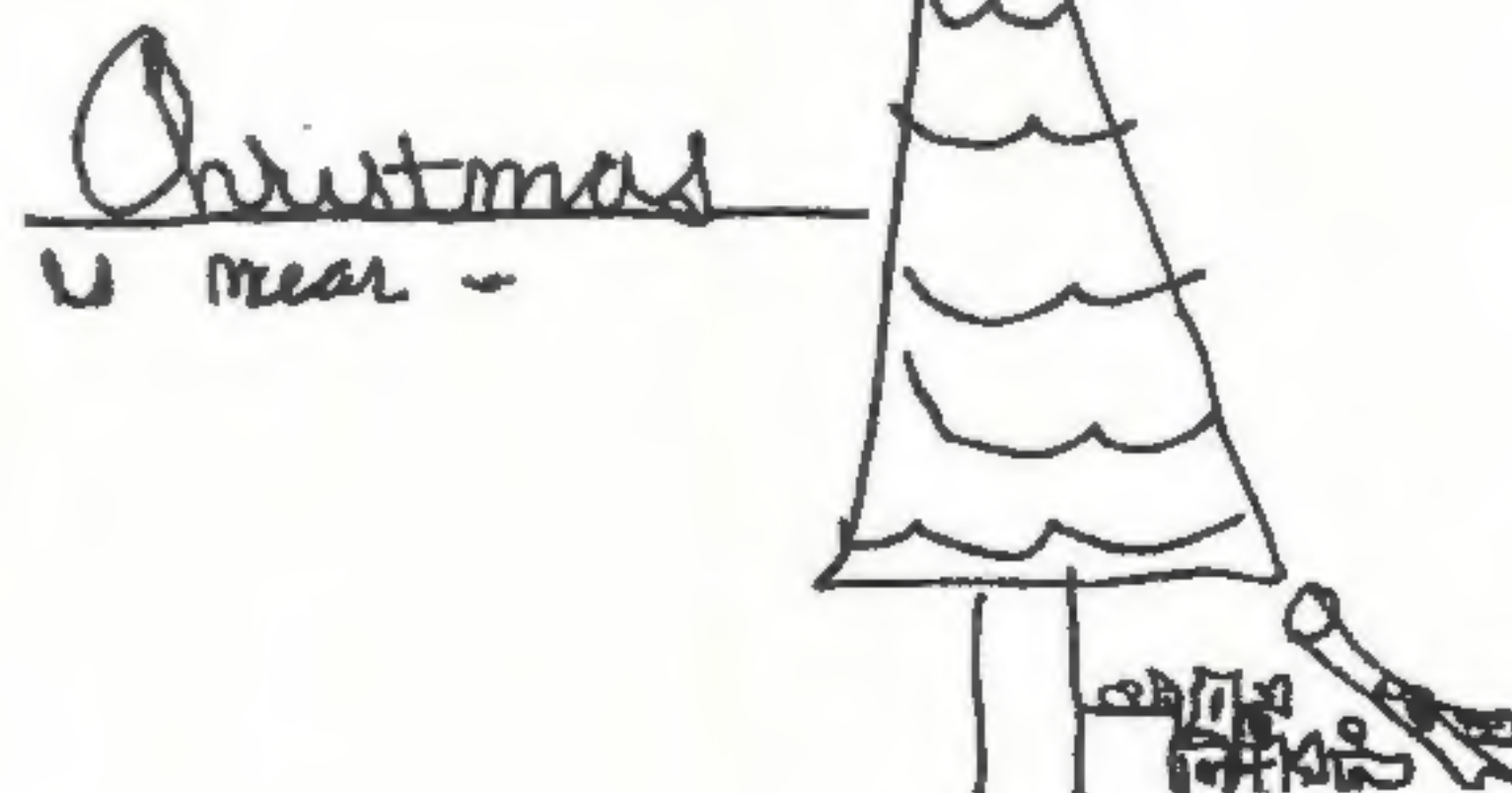
Charles Dromgoole

Charles Dromgoole,
Manager



Merry Christmas Gulf States. I like the present you gave me it is a nice one. I've already made two things. 1 is a book marker and the other is a key thing. I wanted to thank yall for the present.

*Merry Christmas
Frome Terri
Brown
to: Gulf States*



(Miss Brown, 9, is the daughter of Bonnie Duval, an equipment operator at Sabine Station. She received a leathercraft set at the Company Christmas Party.)



Sue Williams
Port Arthur

Sue Williams, home service advisor senior, Port Arthur Division, is a native of Port Arthur and a graduate of Thomas Jefferson High School. She was graduated from Lamar University and served as a home economics teacher and cafeteria manager at Stephen F. Austin High School for three years. She joined Gulf States June 1, 1965, as home service advisor at the Mid-County office. She was transferred to Port Arthur in January, 1966.

Sue is married to James M. Williams, salesman for Drago Supply. They are members of the United Methodist Church. The couple has one daughter, Pamela Sue, a seventh grader at Thomas Edison. Sue's hobbies are cooking and sewing. She is also a member of the Home Economists in Business, AHEA, Sabine Area Home Economics unit and Port Arthur Chamberettes. At present she is a provisional member of the Port Arthur Service League, professional group.

Recently, the *News* of Port Arthur and Gulf States jointly sponsored a Budgeteer Cookbook contest. Low-cost recipes and money saving tips were judged and placed in the cookbook stressing economy of food cost and preparation. Here are a few of the top tips and recipes from the cookbook printed by the *News*.

Save That Money!

STUFFED MEATBALLS *Grand Prize Winner*

1½ lbs. ground meat
1 medium onion, grated
1 egg
Salt and pepper to taste
Stuffing
One 10½ oz. can cream of mushroom soup
One 10½ oz. can beef gravy
(or leftover gravy)

Mix ground meat, onion, egg, salt and pepper together. Divide into six equal portions and flatten each on sheet of waxed paper. Peel off and mold into deep cups in hand. Place about 1 tablespoonful of stuffing in center of each and shape into balls. Place in ungreased shallow pan and bake at 350 degrees 30 minutes. Remove from oven; pour off grease and place in baking dish. Mix together mushroom soup and gravy; pour over meatballs. Return to oven and bake 30 minutes. Put extra stuffing in another baking dish, bake in same oven, and serve with meatballs.

Stuffing

1 loaf stale bread, broken into small pieces
2 eggs
4 stalks celery, chopped
1 medium onion, grated or finely chopped
Milk

Combine bread, eggs, celery and onion. Add enough milk to moisten and mix well.

SQUASH A LA CREOLE

2 slices bacon
3 Tbsps. cooking oil
8 cups sliced yellow squash
¼ cup chopped onion
3 Tbsps. chopped green pepper
2 tsp. salt (or to taste)
¼ tsp. chopped garlic
¼ tsp. red pepper
¼ tsp. black pepper
½ tsp. seasoned salt
½ tsp. garlic juice
½ tsp. onion juice
1 to 3 Tbsps. water
1 lb. ground meat
1 to 2 Tbsps. cooking oil
(just enough to brown meat)
¼ tsp. salt
1½ cups cooked rice
3 slices white bread

Fry bacon in 1 Tbsp. oil until almost done. Add 2 tablespoonsful oil and squash; cook until brown. Add onion, green pepper and next 7 ingredients, stirring occasionally. Cook until squash is tender. If not moist, add 1 to 3 tablespoonsful water. In another skillet, fry meat in as little oil as possible until brown. Add ¼ tsp. salt and cooked rice and combine with squash mixture. Season to taste. Make bread crumbs from bread slices. Place one-third of squash mixture in a casserole and sprinkle with bread crumbs. Repeat twice to make three layers. Bake at 325 degrees 20 to 30 minutes. Serves 6. Costs about \$.35 per serving.

CHICKEN AND NOODLES AU GRATIN *First Place*

1 cup cooked flat noodles
2 Tbsps. butter or margarine
2 Tbsps. flour
1½ cups milk, or 1 cup milk
and ½ cup clear chicken broth
½ tsp. salt
¼ tsp. pepper
1 cup diced cooked chicken
½ cup cooked vegetables, drained
1/3 cup bread crumbs
2 Tbsps. melted butter or margarine
¼ cup grated American cheese

Cook noodles according to package directions. Drain and rinse under cold water. Meanwhile, melt 2 Tbsps. butter, add flour and blend thoroughly. Add milk or milk-broth. Cook and stir until smooth and thickened. Add seasonings, chicken, vegetables and noodles. Turn into greased casserole. Mix crumbs with 1 tablespoonful of melted butter; sprinkle over contents of casserole. Top crumbs with grated cheese and remaining melted butter. Bake at 375 degrees 20 to 25 minutes or until browned. Serves 6. Costs about \$.40 per serving.

CHICKEN-RICE PYRAMIDS *Runner-Up*

3 cups cooked rice
3 cups cooked, diced chicken or turkey
½ cup chopped celery
½ cup chopped parsley
½ cup chopped onion
½ cup chopped onion tops
½ cup chopped walnuts or pecans (optional)
3 eggs, beaten
1 tsp. poultry seasoning
1 cup shredded Cheddar cheese
1 tsp. chili powder
½ tsp. oregano
½ cup melted butter or margarine
1 cup cornflake crumbs

Mix together first 12 ingredients. Chill. Form into 12 cone-shaped mounds. Dip each cone into butter and then into crumbs. Place on greased baking sheet. Bake at 350 degrees 30 minutes or until golden brown. Serve with homemade or prepared chicken gravy. Serves 6. Costs about \$.34 per serving.

MONEY SAVING TIPS

*To one pound of butter or margarine (room temperature) add 2 cups milk and one envelope unflavored gelatin which has been sprinkled over ½ cup cold water and dissolved over low heat. Ingredients are easily blended with an electric mixer. Pour into containers and place in refrigerator. This makes butter or margarine go further and tastes good. Save on calories by using skimmed milk.

*Reserve liquid from canned fruits to use in place of water in cake mixes, jello, drinks, etc.

Consumer Scene



Avoid Needless Appliance Service Calls

A cartoon in a recent national magazine pictured a middle-aged woman kneeling beside her bed, hands clasped in prayer, saying, "Dear Lord, while we are financing two college educations, please keep our major appliances in A-1 running order."

It brings out in a poignant way the gnawing fear nearly every homeowner experiences in these days of rising prices: that an unexpected appliance repair bill could push an already-strained family budget into the red.

Nonetheless, it is not uncommon for a service technician to be called into a home only to discover that the "broken" appliance is merely unplugged or that a fuse has blown. Experiences such as these are not only embarrassing to the homemaker, but costly as well.

Quality appliance service is not inexpensive. Each General Electric and Hotpoint service technician, for example, maintains a "warehouse on wheels" of about 2,000 replacement parts to avoid, whenever possible, the necessity of making two trips to repair an appliance instead of just one.

To help you avoid the cost of an unnecessary service call, GE suggests you first check your owner's manual for possible reasons for the appliance's malfunction.

If you've misplaced the manual, here's a quick checklist of

some common service problems:

- ✓ If the appliance operates on electricity, make sure it hasn't been unplugged inadvertently. If it's a gas appliance, be sure the pilot light is lit.

- ✓ Check for blown fuses or tripped circuit breakers.

- ✓ Be sure doors are securely closed on the appliance. Some appliances, such as dishwashers, clothes dryers, and trash compactors, have electric safety interlocks which prevent them from working if doors are not fully closed.

- ✓ Are the controls set properly? More than one homemaker has set the control to "Off" while cleaning the refrigerator interior and forgotten to turn it back on.

- ✓ If the dishwasher or automatic clothes washer will not fill with water, check to see if the water supply has been turned off.

If all these checks fail to produce results, it's time to call in the service technician. Just how long it will take to get the serviceman to your home depends on your proximity to the servicer and how adequately his shop is staffed.

General Electric, the nation's largest appliance maker, has factory service in 114 major metropolitan areas, complemented by more than 5,000 factory-trained franchised servicers.